

**REQUEST FOR PROPOSAL
FOR THE FCRTA FRESNO COUNTY TRANSIT ROADMAP**

DUE Tuesday January 21, 2025 4:00 P.M. (PST)



Accessible EV Mobility & Infrastructure For All

**Fresno County Rural Transit Agency
2035 Tulare Street, Suite 201 Fresno, CA 93721
(559) 233-6789**

Additional background information on this proposal can be found on
the FCRTA website

www.ruraltransit.org

Date: December 16, 2024
REQUEST FOR PROPOSAL
FCRTA FRESNO COUNTY TRANSIT ROADMAP

Fresno County Rural Transit Agency (FCRTA) is requesting proposals from qualified consultants to conduct an analysis and evaluate the existing service through a comprehensive evaluation of FCRTA's operations of the 13 rural cities and 13 unincorporated communities in Fresno County.

Background: The Fresno County Rural Transit Agency (FCRTA) is the primary provider of public transit services in the rural areas of Fresno County including each of the thirteen (13) incorporated Cities; City of Coalinga; City of Firebaugh; City of Fowler; City of Huron; City of Kerman; City of Kingsburg; City of Mendota; City of Orange Cove; City of Parlier; City of Reedley; City of Sanger; City of San Joaquin; City of Selma. Many unincorporated rural communities are also served by FCRTA, including: Alder Springs; Auberry; Biola; Burrough Valley; Cantua Creek; Caruthers; Del Rey; Easton; El Porvenir; Five Points; Friant; Halfway; Jose Basin; Lanare; Laton; Marshall Station; Meadow Lakes; Mile High; New Auberry; O'Neill's; Prather; Raisin City; Riverdale; Sycamore; West Park; Three Rocks; Tollhouse; Tranquility; and the Native American Indian Rancherias of: Big Sandy; Cold Springs; and Table Mountain.

FCRTA's service area has high concentrations of disadvantaged areas, seniors, affordable housing, and other transit-dependent populations. While FCRTA provides a vital service for the community, ridership has declined despite a significant need for transit. While FCRTA has implemented demonstration pilots and smaller changes, a comprehensive evaluation has not been conducted in years, and a fresh approach is necessary, especially given the investments in electrification and infrastructure that must be leveraged by increasing ridership.

The FCRTA has been a leader in advancing energy efficient transportation, as it has purchased numerous zero emissions buses and installed public charging infrastructure throughout the County. FCRTA has been working on multiple aspects of reducing emissions and the transition to EVs/zero emission vehicles (ZEVs) including receipt of 31 EVs to date as well as an electrical grid analysis study funded by the FY 2019-20 Caltrans Sustainable Communities Grant to analyze the electrical grid infrastructure and prepare for charging infrastructure installation as well as a Microgrid Study that is currently underway. Although FCRTA has already begun to add EVs to the fleet, there have been many challenges associated with the deployment of EV's including the range on high-mileage rural routes, charger installation, infrastructure required, timing of charging, temperature related issues, extra staff training required and the extra costs and extra time associated with these challenges.

Fresno County has some of the worst air quality in the nation, and the transportation sector is one of the most significant contributors to pollution. A majority of the census tracts in Fresno County are considered disadvantaged communities or communities that are disproportionately burdened by multiple sources of pollution. According to CalEnviroScreen, approximately the majority of census tracts in FCRTA's service area in Fresno County are considered disadvantaged by SB 535 (communities in the top 25 percent scoring areas from CalEnviroScreen along with other areas with high amounts of pollution and vulnerable populations – see map of CalEnviroScreen in Attachment 2). The California Healthy Places Index (HPI) provides a snapshot of the social determinants of health across California at the census tract level. Over half (58 percent) of the census tracts in the study area are at the 25th percentile level of healthy conditions compared to other California census tracts (HPI percentiles below 25 are typically used to indicate disadvantaged communities – see map of HPI Index in Attachment 3).

This project would identify existing service gaps through a comprehensive evaluation of FCRTA's operations in the 13 rural cities and 39 unincorporated areas of Fresno County. It would then evaluate strategies to reimagine existing services and potentially new options, such as partnerships to serve affordable housing sites and transit vouchers.

The project would also recommend fare structure for new service models, a plan for right-sized vehicles, and a service that best meets demand.

It would also evaluate new technology to replace FCRTA's existing software for scheduling and rider trip planning through improved use of trip sharing algorithms to plan better shared rides between passengers for on-demand, rural, and paratransit, efficient driver route, and higher vehicle utilization, potentially to decrease overall agency costs, enabling on-demand booking options, both online and through smartphone applications, and seamless integration between route service and on-demand service.

There is also a lack of transit awareness in Fresno County. This project would also include the marketing, communication, and partnerships that have the potential to streamline service operations and promote ridership.

The outcome would be an actionable roadmap for FCRTA to cost-effectively provide better service to ensure transit is a viable option for those that need it most, grow ridership, and leverage FCRTA's capital investments, such as its new maintenance facility and microgrids.

This project is an opportunity to take a comprehensive approach by evaluating FCRTA's current budget and operations to understand challenges and opportunities to provide service that meets people's needs today and in the future, based on evolving trends to benefit the public. That may be a revamp of FCRTA's fixed route, expanded microtransit, vouchers for rideshare, micromobility to allow first and last mile to transit, direct partnerships with organizations that serve transit-dependent populations, different vehicle types, leveraging technology for modernized scheduling, dispatch, and rider apps, and an education and communications plan so people have service information at their fingertips. FCRTA's goal is to maximize its limited budget to address the issues raised by the community about their lack of affordable transportation options. Without this project, disadvantaged residents in the rural communities of Fresno County will continue to struggle with a transit system that does not meet their needs, pay a disproportionate share of their income on transportation, and have less access to opportunities, including jobs, health care, and social services. Further, without this project, FCRTA cannot leverage its many investments in electrification and infrastructure.

Objectives of the study:

The Fresno County Transit Roadmap aims to conduct a comprehensive systemwide analysis and service update. While more minor changes have been made over time, the system network as a whole has not been evaluated in many years. The project will involve understanding which aspects of the system to change based on goals and objectives,

The project's outcome is to increase transit access to reduce traffic congestion, reduce vehicle miles traveled (VMT), decrease transportation costs, improve safety, reduce Greenhouse Gas (GHG) emissions pollution, and expand access to opportunity. This would also advance the State's and regional goals to reduce GHG emissions and increase transit mode share. The transit service would improve accessibility by providing people, including those with disabilities and those living in rural, disadvantaged areas, affordable transportation options. Disadvantaged communities would be served by the potential transit service, providing access to employment, housing, healthcare, and other quality-of-life services. FCRTA would create strategic partnerships, especially with affordable housing organizations, to provide affordable transportation options to transit-dependent residents. The Roadmap would integrate with surrounding transit services, including Fresno Area Express and Clovis Transit, as well as future high-speed rail.

The following are the primary project objectives:

- Evaluate FCRTA's operations and determine comprehensive changes, including service types, routes, and frequency, and assess the potential of innovative new strategies and partnerships.
- Increase operational efficiency and effectiveness.
- FCRTA currently receives four percent (4%) of the local ½ cent sales tax Measure C Program and the Measure C Program is up for renewal in 2026. Evaluate FCRTA's operations and determine changes in the event the Measure C Program is not renewed.
- Ensure transit services improve overall mobility and assess especially in disadvantaged areas and for seniors, people with mobility challenges, and low-income. Ensure the transit programs support the growth of these community members.
- Develop strategies to improve the system's effectiveness and cost-effectively grow ridership.

- Better match the system with current and potential future ridership demand.
- Determine if and what fixed-route services should be provided and where. Determine if and how to expand fixed-route service or reallocate funds to improve service or offer different, more effective service types.
- Ensure operations align with zero emissions fleet goals.
- Determine the capital projects to support recommended strategies.
- Determine if new technology is warranted for scheduling and rider trip planning and communications.
- Develop a strategy to increase community awareness of FCRTA's services and communicate the safety and comfort of transit.

I. SCOPE OF WORK

Please refer to Appendix A and B for the proposed scope of work and timeline as submitted to Caltrans in the grant application.

Appendix A and B should be followed in developing project tasks and the timeline for completing the tasks. Minor adjustment to the proposed scope and timeline will be accepted subject to Caltrans' approval.

II. COORDINATION

The consultant will take primary direction from the FCRTA Project Manager. It is intended that all work will be completed within twenty seven months of negotiating a contract in accordance with the schedule component and that the consultant's work will begin immediately upon receiving a notice to proceed.

The selected consultant will best demonstrate the ability to deliver quality work on schedule and in a cost-effective manner, consistent with the tasks and deliverables in this RFP.

File copies of all correspondence, technical memoranda, and reports should be delivered to the FCRTA Project Manager on flash drive or electronically via email in Microsoft Word format. Ten hard copies of the final report should be made available upon completion of the project.

All data, maps and all other materials prepared or collected under this contract will become the property of FCRTA. A monthly progress report should be provided to the project manager along with the invoice. The progress report should provide information on the work that has been completed previous month, and the work expected to be conducted in the coming month. A brief summary should be provided each month reporting the progress of each task (percent completion) and whether the task is on schedule and on budget. A monthly meeting/conference call should be held between the consultant and the project manager to discuss the progress of the project and issues that need to be addressed.

III. PROPOSED TIME AND SCHEDULE

<i>Activity</i>	<i>Date</i>
Request for Proposals released	Monday, December 16, 2024
Deadline for submitting questions	Monday December 30, 4:00 P.M.
Deadline for proposal submittal	Tuesday, January 21, 4:00 P.M.
Oral interviews/selection process	Week of January 27 (Tentatively)
Notice to Proceed	Week of February 24 -Subject to FCRTA Board approval and contract/agreement signing
Completion of project	May 2027

IV. PROPOSAL REQUIREMENTS

Clarity and succinctness are essential and will be considered in assessing the consultant's capabilities. Proposals that show creativity and new ideas will be highly considered. All consultant proposals submitted in response to this request will be screened by a review committee. The committee will determine, through the screening process, which consultants will be invited to make formal presentations and be interviewed by the selection committee. The selection committee reserves the right to make a final selection without an interview.

One reproducible (unbound) and five copies of the proposal plus an electronic copy on a CD or flash drive must be received at the Fresno County Rural Transit Agency by **Tuesday, January 21, 4:00 P.M. local time.** Proposals not received by that date and time *will not be considered.*

In order to simplify the review process and maximize the degree of comparative analysis, the proposal should be organized in the following manner:

A. Transmittal letter

The transmittal letter should be signed by an official authorized to bind the consultant contractually and will contain a statement to the effect that the proposal is a firm offer for 90 days. The letter accompanying the proposal will also provide the following: name, title, address, and telephone number of individuals with the authority to negotiate and contractually bind the company. The transmittal shall contain a statement of understanding of the RFP.

B. Table of Contents

Include identification of the material by section and page number.

C. Overview

This section should clearly convey the consultant's understanding of the nature of the work and the general approach to be taken to its performance. This section should include, but not be limited to, a discussion of the purpose of the project, the organization of the project effort, and a summary of the proposed approach.

D. Detailed Work Plan

The prospective contractor shall provide a schedule for completing the project within the schedule set forth in this RFP. The schedule shall identify the major tasks to be undertaken and the time frame for each task. Appendix A & B should be followed in identifying the tasks and the time frame for each task. Minor adjustments to Appendix A & B will be accepted subject to Caltrans' approval.

This section should include the following components:

1. Task Description

Include a full description of each step to be followed in carrying out the project as detailed in Appendix A. Minor adjustment to the proposed scope of work in Appendix A is allowed subject to Caltrans' approval. The work description should be presented in sufficient detail (tasks, subtasks, etc.) to show a clear understanding of the work and the proposed approach.

2. Deliverables

A description of the format, content, and level of detail that can be expected for each deliverable.

3. Schedule

A schedule showing the expected sequence of tasks, subtasks, etc. should accompany the work description. Important milestones should be identified on the schedule. Minor adjustment to the proposed schedule in Appendix B is allowed subject to Caltrans' approval.

E. Management Approach

This section should describe the firm's management approach. If the proposal is a team effort, the distribution of work among the team members should be indicated. Describe the organization of the management, the structure of the work assignments, and any specific features of the management approach that require special explanation. Designate by name the project manager to be employed who will oversee the project. **No substitutions of the identified project manager will be allowed without prior approval of FCRTA.**

Include the name and qualifications of all professional personnel to be employed, a resume for each professional (included in an appendix), a statement indicating how many hours each professional will be assigned to the contract and what tasks each professional will perform.

Staffing assignments should be specific enough to demonstrate understanding of skills required and commitment of proper resources. **The selected consultant will not substitute members of the project team without prior approval of FCRTA.**

F. Budget and Billing Format

A cost analysis of the proposed budget will be done by FCRTA staff. Under various circumstances the budget could be subject to Preaudit and/or the final cost subject to Post audit by FCRTA or Caltrans division of Audits and Investigations. The allowability of individual items of cost will be determined by 48 CFR, Federal Acquisition Regulations System, Chapter 1, Part 31 et. Seq. The Contractor will also be required to comply with 49 CFR, Part 18, and Uniform Administrative Requirement for Grants and Cooperative Agreements to State and Local Governments. The contractor should have an accounting system capable of segregating direct cost from indirect costs per the above cited regulations. The Contractor and Subcontractors will comply with all applicable laws and maintain books, documents, papers, and accounting records for a period of three years from the date of the final payment.

1. Method of Payment

The cost proposal must be prepared consistent with the method of services provided under this agreement and will be reimbursed, by one of, or a combination of the methods below. The proposer must clearly state the method used to prepare the cost proposal.

- Lump Sum payment
- Actual Cost plus Fixed Fee
- Specific Rates of Compensation

Lump Sum proposals will be paid per milestone of completed work or at the end of the contract upon acceptance of the final product. Actual Cost plus Fixed Fee agreements shall be billed at actual payroll costs and include a fixed fee for profit. In agreements reimbursed by Specific Rates of Compensation, billing rates containing a component for profit will be negotiated that will not change during the term of the contract.

2. Project Budget

A maximum of \$300,900 has been budgeted for consultant services for this project.

3. Task Budget

A schedule of estimated costs to complete each task should add down to the total cost of the project (see Table 1 & 2). The task budget should include a subsidiary breakdown by task of hours and billing rate charges. To ensure a full understanding of the resources committed to the project the schedule should clearly indicate the amount of hours key personnel will be used in each task.

4. Budget and Cost Breakdown

The prospective consultant will prepare a detailed cost breakdown for the work to be performed during the project regardless of the method of reimbursement chosen. This will include all tasks required to complete the project including final reports and presentation.

a. Direct Labor Costs – A schedule of billing rates and hours worked by employee or category of employee is required of the prime contractor and all subcontractors. Billing rates shall be based on actual pay rates and should cover all costs associated with the employee (salary, benefits, and anticipated cost of living and/or merit increases during the term of the contract). Depending on the individual cost structure, overhead may be applied as a component of the billing rate or applied separately. The proposer should be prepared to validate billing rates with payroll registers, wage agreements, or other payroll documentation.

b. Overhead Rates – The overhead rate should include all indirect cost not readily assignable to cost objectives specifically benefited. Typically an overhead rate is calculated on a company or division wide basis by segregating expenses into direct cost and indirect cost categories and then dividing the indirect costs by a direct cost base such as direct labor to arrive at an overhead rate. The overhead rate is then applied on a contract by contract basis to recapture the indirect costs that are not chargeable directly to a final objective such as general and administrative, facilities, equipment, supplies, accounting, maintenance, materials, etc. Some cost structures may be broken into various overhead rates that are applied to different bases. The proposer should be prepared to provide supporting documentation such as prior agreements with government agencies or audits of prior year activities to validate overhead rates structures.

c. Direct Cost – Direct costs are those incremental costs that can be identified specifically with a particular final cost objective. Although in some instances direct cost and indirect cost may include similar categories, incremental direct cost attributable to final objectives must be separated and not included in the overhead calculation. All direct cost specifically attributed to the project and not included in the billing rates must be itemized by budget category to be eligible for reimbursement. Once contractually authorized, direct cost budgets may not be substituted without prior written consent of FCRTA.

d. Sub consultant Fees – Sub consultants must provide the same cost data detail as the prime contractor (see Table I and Table 2).

e. Fixed Fee – A fixed fee is calculated as a basis of total direct and indirect costs. The State of California allows a 10% maximum fee.

The hypothetical cost format example given below is to illustrate required components of the cost proposal only, and may have to be tailored to fit individual cost structures.

HYPOTHETICAL
COST ESTIMATE

Table 1.- Direct cost by Task

Cost Items	Task 1	Task 2	Task 3	Total
1. Direct Labor	3,700	17,053	5,502	26,255
2. Overhead (__% of Line 1)	1,480	6,821	2,201	10,502
Total Salary Burden	5,180	23,874	7,703	36,757
3. Direct Expenses				
Telephone/FAX	35	28	15	78
Postage/Shipping	12	8	35	55
Graphics/Printing	11	11	75	97
Travel	350		500	850
Misc.	45	45	45	135
Total Direct Expenses	453	92	670	1,215
4. Subconsultant Fees *	4,244	22,276	2,726	29,246
5. Fixed Fee (__% of Lines 1,2,3)	764	1,524	1,132	3,420
Total	10,640	47,766	12,231	70,638
				70,638

Table 2 - Project Task Costs by Key Personnel

Task No. and Description	Key Staff #1	Key Staff #2	Staff Support	Total Hours
Task 1. Establish Parameters	25	75		100
Task 3. Data Collection and Analysis		400	250	650
Task 4. Final Report and Presentation	15	50	175	240
Total Hours	40	525	425	990
Billing Rate	\$75.00	\$44.06	\$25.00	
Memo Total	3,000	23,132	10,625	36,757

* Subconsultants must provide required cost components found in Tables 1 & 2

G. Insurance requirements

Without limiting FCRTA's right to obtain indemnification from the consultant or any third parties, the consultant, at its sole expense, shall maintain in full force and affect the following insurance policies throughout the term of the contract:

1. Comprehensive general liability insurance with coverage of not less than \$1,000,000 combined single limit per occurrence for bodily injury, personal injury, and property damage. Comprehensive general liability insurance policies shall name FCRTA, its officers, agents, and employees, individually and collectively, as additional insured, but only insofar as the operations under the terms of the contract are concerned. Such coverage for additional insured shall apply as primary insurance or self-insurance and any other insurance, maintained by FCRTA, its officers, agents, and employees, shall be given excess only and not contributing with insurance provided under the consultant's policies herein.
2. Comprehensive automobile liability insurance with limits for bodily injury of not less than \$25,000 per person, \$250,000 per accident, and for property damages of not less than \$50,000, or such coverage with a combined single limit of \$250,000.
3. Professional liability insurance of at least \$1,000,000.
4. Worker's compensation insurance as required by law.

This insurance shall not be canceled or changed without a minimum of thirty (30) days advance written notice given to FCRTA. The consultant shall provide certification of said insurance to FCRTA within twenty-one (21) days of the date of the execution of the contract. Such certification shall show, to FCRTA's satisfaction, that such insurance coverages have been obtained and are in full force; that FCRTA, its officers, agents, and employees will not be responsible for any premiums on the policies; that as and if required such insurance names FCRTA, its officers agents, and employees individually and collectively as additional insured (comprehensive and general liability only), but only insofar as the operations under the contract are concerned; that such coverage for additional insured shall apply as primary insurance and any other insurance, or self insurance, maintained by FCRTA, its officers, agents, and employees, shall be excess only and not contributing with insurance provided under the consultant's policies herein; and that this insurance shall not be canceled or changed without a minimum of thirty (days) advance, written notice given to FCRTA.

In the event the consultant fails to keep in effect at all times insurance coverage as herein provided, FCRTA may, in addition to other remedies it may have, suspend or terminate the contract upon the occurrence of such event.

H. Disadvantaged Business Enterprise (DBE) Certification

DBE Bidders Listing (Attachment B) must be completed for all contractors and subcontractors regardless of DBE affiliation.

The FCRTA fully anticipates that it will consistently meet and exceed its adopted DBE overall goal under 49 CFR Part 26 using Race-neutral measures exclusively.

Only DBE firms currently certified per 49 CFR Part 26 will participate as DBEs in our program. Such certification must be issued by Caltrans, FHWA, FTA, DOT, MPO, City, County, or State in accordance with 49 CFR Part 26.

FCRTA will not deny award to contractors on the basis of DBE participation, who demonstrate that they have used good faith efforts to achieve DBE participation.

Contractors selected on the basis of DBE participation must provide the following information with the initial proposal or before entering into a contractual agreement with FCRTA:

1. The names and addresses of the DBE firms.
2. A description of the work each DBE will provide.
3. The dollar amount of participation by each DBE.
4. Proof of DBE certification.
5. Written confirmation that the DBE will participate.
6. If DBE participation is not achieved, evidence of good faith efforts must be provided.

Prime contractors are required to maintain records and document payments to all subcontractors for three years following the performance of the contract. These records will be made available for inspection upon request by any authorized representative on FCRTA, Caltrans, FHWA, or DOT. This reporting requirement also extends to any certified DBE subcontractor. The contractor shall maintain records showing the name and address of each subcontractor, the date of payment, and total dollar figure paid to each subcontractor.

FCRTA will safeguard from disclosure to third parties information that may reasonably be regarded as confidential business information, consistent with federal, state, or local laws.

I. Conflicts of Interest

The prospective contractor shall disclose any financial, business, or other relationship with FCRTA that may have an outcome on the selection.

J. Summary of Qualifications

Proposals shall include a summary of the firm's qualifications, including resumes of assigned staff.

K. Signing of Proposal/Authorization to Negotiate

The proposal shall be signed by an official authorized to bind the proposer and shall contain a statement to the effect that the proposal is a firm offer for a 90-day period. The proposal shall also provide the following: name, title, address, and telephone number of individuals with authority to negotiate and contractually bind the company.

L. Attachments

Attachments to be included at the end of the proposal are as follows (as attached herein):

- Attachment A: Title VI Assurance
- Attachment B: DBE Participation
- Attachment C: Budget and Cost Breakdown

V. PROPOSAL SUBMITTAL

A. Preparation of Proposal

The proposal shall be formatted in accordance with the requirements specified in *Section III: Proposal Requirements* of this RFP. Proposal forms shall be executed by an authorized signatory as described in *Section III-K: Signing of Proposal/Authorization to Negotiate*. All proposals shall be prepared by and at the expense of the proposer.

B. Examination of RFP Document

The proposer shall be solely responsible for examining, with appropriate care, the RFP, including any addenda issued during the proposal period. The proposer shall also be responsible for informing itself with respect to any and all conditions which may in any way affect the amount or nature of the proposal, or the performance of the work in the event the proposer is selected. Failure of the proposer to examine and inform itself in this manner shall be at the proposer's own risk and no relief for error or omission shall be given.

C. Submission of Proposal/Period of Acceptance

One reproducible master, an electronic file on CD/flash drive and five copies of all proposals must be delivered to FCRTA no later than **Tuesday, January 21, 4:00 P.M.** Proposals will not be accepted after 4:00 P.M. PDT. Postmarks will not be accepted. Proposals should be delivered to:

Janelle Del Campo, Project Manager
Fresno County Rural Transit Agency
2035 Tulare Street, Suite 201
Fresno, CA 93721

All proposals will remain firm for a period of ninety (90) days following the final date for submission. All proposals will become the sole property of FCRTA and a part of its official records without obligation on the part of FCRTA.

This RFP is not to be construed as a contract of commitment on the part of FCRTA. FCRTA reserves the right to reject all proposals, to seek additional information from each proposer, or to issue another RFP, if deemed appropriate.

D. Modification or Withdrawal of Proposals

Any proposal received before the date and time specified above for receipt of proposals may be withdrawn or modified by written request of the proposer. To be considered, however, the modified proposal must be received by the proposal due date and time specified previously.

All verbal modifications to these conditions or provisions are ineffective for proposal evaluation purposes. Only written changes issued by proposers to FCRTA are authorized and binding.

E. Rejection of Proposals

Failure to meet the requirements for the request for proposals will be cause for rejection of the proposal. FCRTA may reject any proposal if it is conditional, incomplete, or contains irregularities or inordinately high cost rates. FCRTA may waive an immaterial deviation in a proposal. Waiver of an immaterial deviation shall in no way modify the Request for Proposals document or excuse the proposer from full compliance with the contract requirements if the proposer is awarded the contract.

VI. CONSULTANT SELECTION

All consultant proposals submitted in response to this request will be screened by a selection committee. The committee will determine, through the screening process, which consultants will be invited to make formal presentations and be interviewed by the committee. **The selection committee reserves the right to make a final selection without an interview.**

The actual award of the contract will be by the FCRTA Board. Proposal opening does not constitute the awarding of a contract. The contract/agreement is not in force until it is awarded by FCRTA and executed by the FCRTA designees.

VII. PROPOSER OBJECTIONS

A proposer may object to any of the terms or provisions set forth in the RFP's Scope of Work or to the selection of a particular proposer on the grounds that FCRTA's procedures, the provisions of this RFP, or applicable provisions of federal, state, or local law have been violated or inaccurately or inappropriately applied by submitting FCRTA a written explanation of the basis for the objection. Deadlines for submittal of objections are:

- No later than two weeks prior to the date proposals are due, for objections to RFP provisions; or
- Within three working days after the date on which contract award is authorized or the date the proposer is notified that it was not selected, whichever is later, for objections to proposer selection.

If the proposer does not state any objections, FCRTA will assume that the RFP scope of services are acceptable to the proposer and have been fully factored into its response. If the proposer intends to negotiate with FCRTA concerning any part of the scope of services that the proposer finds objectionable, the proposer must provide specific language in its response that will address or cure its objections.

VIII. FCRTA Rights

FCRTA may investigate the qualifications of any proposer under consideration, require confirmation of information furnished by a proposer, and require additional evidence of qualifications to perform the work described in this RFP.

FCRTA reserves the right to:

1. Reject any or all of the proposals if it deems such action is in the public interest;
2. Issue subsequent Requests for Proposals;
3. Cancel the entire Request for Proposal;
4. Remedy technical errors in the Request for Proposals process;
5. Appoint an evaluation committee to review the proposals;
6. Seek the assistance of outside technical experts in proposal evaluation;
7. Approve or disapprove the use of particular subcontractors;
8. Establish a short list of proposers eligible for interviews after review of written proposals;
9. Negotiate with some, all, or none of the respondents to the RFP;
10. Solicit best and final offers from all or some of the proposers;
11. Award a contract to one or more proposers;

12. Accept an offer other than the lowest price offer; and
13. Waive informalities and irregularities in proposals and the bid process.

This RFP does not commit FCRTA to enter into a contract, nor does it obligate FCRTA to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract. All proposals will be subject to public disclosure as required by the California Public Records Act.

FCRTA reserves the right to investigate the qualifications of all firms under consideration to confirm any part of the information furnished by a proposer, or to require other evidence of managerial, financial, or other capabilities which are considered necessary for the successful performance of the contract.

IX. RFP QUESTIONS

All questions on the RFP should be submitted in writing by Monday, December 30th to:

Janelle Del Campo, Project Manager
Fresno County Rural Transit Agency
2035 Tulare Street, Suite 201
Fresno, CA 93721
delcampo@fresnocog.org

All questions and answers will be posted on the FCRTA website at:
www.ruraltransit.org by Monday, January 6th.

Attachment A

TITLE VI ASSURANCE

The Fresno County Rural Transit Agency, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d-4 and Title 49, Code of Federal Regulations, department of Transportation, Subtitle A, Office of the Secretary, Part 21 Nondiscrimination in Federally Assisted Programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively insure that in any contract entered into pursuant to this advertisement, minority businesses enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or nation origin in consideration of an award.

Attachment B

DBE/WBE BIDDERS LISTING

Bidders Listing

Name of Firm	Address	Project Budget \$\$	DBE Status Yes/No	Age of Firm	Annual Gross Receipts
TOTAL BUDGET	=====	\$			

- 1. All contractors/subcontractors bidding on the project must provide the requested information.
- 2. Bidders claiming DBE status must attach a copy of a current Certification issued pursuant to 49 CFR Part 26.
- 3. Bidders claiming DBE status must attach written affirmation that they will participate in the project.
- 4. Each bidder must designate of Gross Annual Receipts are greater than or equal to \$750,000.

Attachment C

BUDGET AND COST SCHEDULE TEMPLATE

TASKS	(Name)		(Name)		(Name)		Total Task Hours	Total Task Cost
	(Role)		(Role)		(Role)			
	(Hourly Billing Rate)		(Hourly Billing Rate)		(Hourly Billing Rate)			
Task	Hours	Cost	Hours	Cost	Hours	Cost		
Tasks Subtotal								

DIRECT COSTS

Direct Cost		Amount
Direct Costs Subtotal		

SUBCONSULTANTS

Subconsultants		Total Cost
Subconsultants Subtotal		

PROPOSAL GRAND TOTAL		
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SCOPE OF WORK: FCRTA FRESNO COUNTY TRANSIT ROADMAP

Introduction

FCRTA's service area has high concentrations of disadvantaged areas, seniors, affordable housing, and other transit-dependent populations. While FCRTA provides a vital service for the community, ridership has declined despite a significant need for transit. While FCRTA has implemented demonstration pilots and smaller changes, a comprehensive evaluation has not been conducted in years, and a fresh approach is necessary, especially given the investments in electrification and infrastructure that must be leveraged by increasing ridership.

FCRTA has heard from the community about the need for a new approach. When FCRTA conducts outreach with the community, we consistently hear the need for more and better transit service, which this project would address. For example, a community survey conducted in 2020 in the unincorporated area of Biola found that most residents reported that it is not easy to reach their destination because they lack a car or transportation options. Further, one-third of survey respondents reported spending more than \$200 monthly on transportation, while 66% reported a household income of less than \$25,000. This indicates that more low-cost transportation options are needed for residents.

Further, in 2022, FCRTA engaged five unincorporated communities, including Laton, Lanare, Riverdale, Cantua Creek, and El Porvenir, to learn about their transportation needs. These communities were selected because they are traditionally underrepresented in transportation planning efforts and lack transportation options and access to essential services. Survey findings report that 43 percent of respondents do not have access to their own vehicle at any time. However, only 13 percent of respondents ride public transit at least once weekly. Commonly cited barriers to public transit include the length of travel time, the lack of nearby stops, the infrequency of service, and the inability to reach desired destinations. Almost all respondents (95%) indicated they would use a service that allowed them to reserve rides to travel to quality-of-life locations such as medical and social services appointments. Findings from a 2023 community engagement process in the cities of Kingsburg, Selma, Reedley, Fowler, and Fresno Chinatown found that a large majority of respondents, 87%, had not ridden public transportation in the previous two weeks, suggesting low familiarity with the transit options. However, 32% of respondents said a lack of transit limits their travel frequency. Anecdotally, we hear that residents in rural areas are not pursuing employment opportunities because they do not have access to reliable transportation.

In addition, growth and development patterns are changing, so FCRTA's routes and service offerings must be redesigned. The model of commute patterns flowing to and from the rural areas to the City of Fresno has evolved. In 2022, FCRTA's study of five unincorporated areas found that most residents were not employed in cities or Census Designated Places but in rural areas. Furthermore, affordable housing is being built, and more jobs are located in FCRTA's rural service area. For example, in 2022, a new T-Mobile opened a large call center in Kingsburg that employs 1,000 people. Fresno Housing and Self-Help Enterprises, partners of FCRTA, will continue to build affordable housing in the county's rural areas. In addition, several cities in rural Fresno County are planning for changes to their downtowns to improve their economic vitality (for example, the City of Selma is undergoing a downtown strategic plan). In line with these planning efforts, it is necessary to rethink transit to these locations to provide residents better access to jobs and amenities. Currently, many of these transit-dependent sites lack viable transit offerings that permit job commutes, and there are very few weekend service offerings.

Fresno County has some of the worst air quality in the nation, and the transportation sector is one of the most significant contributors to pollution. A majority of the census tracts in Fresno County are considered disadvantaged communities or communities that are disproportionately burdened by multiple sources of pollution. According to CalEnviroScreen, approximately the majority of census tracts in FCRTA's service area in Fresno County are considered disadvantaged by SB 535 (communities in the top 25 percent scoring areas from CalEnviroScreen along with other areas with high amounts of pollution and vulnerable populations – see map of CalEnviroScreen in Attachment 2). The California Healthy Places Index (HPI) provides a snapshot of the social determinants of health across California at the census tract level. Over half (58 percent) of the census tracts in the study area are at the

25th percentile level of healthy conditions compared to other California census tracts (HPI percentiles below 25 are typically used to indicate disadvantaged communities – see map of HPI Index in Attachment 3).

Further, the State has a GHG reduction target of 40 and 80 percent below 1990 levels by 2030 and 2050, respectively. In 2010 as part of its mandate under SF 375, the California Air Resources Board (CARB) set specific GHG emission reduction targets for cars for each of the state's 18 metropolitan planning organizations from a 2005 base year. The GHG targets set for the Fresno region in 2010 called for a five percent per capita reduction by 2020 and a ten percent per capita reduction by 2025. The potential low- or zero-emissions transit service and increasing transit ridership would help the Fresno region and the State of California meet its GHG emission goals by reducing vehicle miles traveled and transportation emissions.

The data and community engagement input show a severe need for transportation options in these disadvantaged areas. Currently, there are limited adequate alternatives to driving for Fresno County residents in disadvantaged, rural areas. The only reliable way to travel for most trips is driving, which is both unsustainable and costly. Given the County and State's goals to reduce emissions and provide people with quality alternatives to driving, FCRTA needs a new model for how it provides service, educates the community about offerings, and leverages all of the exciting and innovative projects the agency has underway, such as a new maintenance facility and studying the feasibility of a microgrid system and bus rapid transit along the SR 99 corridor. The Fresno County Transit Roadmap would also support the California Transportation Plan 2050 to increase equity by eliminating transportation burdens for disadvantaged groups, enhancing environmental health, and improving mobility and access.

The surveys do provide some insight into potential changes. Respondents said the following would make transit a viable option: connections to another transit service, direct routes without transfers, frequency of 15 minutes or less, early morning and late evening service, cost and weekend service, vouchers for rideshare, and increased microtransit/shuttles. Further, FCRTA has begun discussions with affordable housing agencies/developers that present opportunities for partnerships to grow ridership through service realignment. FCRTA must understand how to realize service and develop stronger partnerships with these stakeholders.

This project would work with the community to identify existing service gaps through a comprehensive evaluation of FCRTA's operations in the 13 rural cities and 39 unincorporated areas of Fresno County. It would then evaluate strategies to reimagine existing services and potentially new options, such as partnerships to serve affordable housing sites and transit vouchers. The project would also recommend fare structure for new service models, a plan for right-sized vehicles, and a service that best meets demand.

It would also evaluate new technology to replace FCRTA's existing software for scheduling and rider trip planning through improved use of trip sharing algorithms to plan better shared rides between passengers for on-demand, rural, and paratransit, efficient driver route, and higher vehicle utilization, potentially to decrease overall agency costs, enabling on-demand booking options, both online and through smartphone applications, and seamless integration between route service and on-demand service.

There is also a lack of transit awareness in Fresno County. This project would also include the marketing, communication, and partnerships that have the potential to streamline service operations and promote ridership.

The outcome would be an actionable roadmap for FCRTA to cost-effectively provide better service to ensure transit is a viable option for those that need it most, grow ridership, and leverage FCRTA's capital investments, such as its new maintenance facility and microgrids.

This project is an opportunity to take a comprehensive approach by evaluating FCRTA's current budget and operations to understand challenges and opportunities to provide service that meets people's needs today and in the future, based on evolving trends to benefit the public. That may be a revamp of FCRTA's fixed route, expanded microtransit, vouchers for rideshare, micromobility to allow first and last mile to transit, direct partnerships with organizations that serve transit-dependent populations, different vehicle types, leveraging technology for modernized scheduling, dispatch, and rider apps, and an education and communications plan so people have service information at their fingertips. FCRTA's goal is to maximize its limited budget to address the issues raised by

the community about their lack of affordable transportation options. Without this project, disadvantaged residents in the rural communities of Fresno County will continue to struggle with a transit system that does not meet their needs, pay a disproportionate share of their income on transportation, and have less access to opportunities, including jobs, health care, and social services. Further, without this project, FCRTA cannot leverage its many investments in electrification and infrastructure.

Project Stakeholders

FCRTA with the assistance of a consulting firm will develop the Fresno County Transit Roadmap. The consultant will be responsible for the analysis, coordination of public outreach efforts, and drafting of the roadmap.

The project stakeholders that will be involved in the project advisory committee and throughout the community engagement process (described in Tasks 3 and 4 of the Scope of Work) will include, at a minimum, non-profit community-based organizations, social service organizations, affordable housing agencies, workforce development agencies, local chambers of commerce, business owners/employers, resident associations, government agencies, and representatives of the cities and unincorporated communities. Specific organizations include, but are not limited to, the following:

- Fresno Council of Governments
- Fresno County
- Local Transit Service Providers
 - Clovis Transit
 - Fresno Area Express
- San Joaquin Valley Air Pollution Control District
- Caltrans
- Cities of Fresno County
 - City of Coalinga
 - City of Firebaugh
 - City of Fowler
 - City of Fresno
 - City of Huron
 - City of Kerman
 - City of Kingsburg
 - City of Mendota
 - City of Orange Cove
 - City of Parlier
 - City of Reedley
 - City of Sanger
 - City of San Joaquin
 - City of Selma
- Unincorporated Communities of Fresno County
- Community Organizations including:
 - Fresno Housing Authority
 - Proteus, Inc
 - Centro La Familia Advocacy Services
 - West Fresno Family Resource Center
 - Central California Legal Services
 - California Rural Legal Assistance
 - Fresno County Self Help Center
 - Fresno Regional Workforce Development Board
 - Leadership Council for Justice and Accountability
 - Self-Help Enterprises
 - Habitat for Humanity

Overall Project Objectives

The Fresno County Transit Roadmap aims to conduct a comprehensive systemwide analysis and service update. While more minor changes have been made over time, the system network as a whole has not been evaluated in many years. The project will involve understanding which aspects of the system to change based on goals and objectives,

The project's outcome is to increase transit access to reduce traffic congestion, reduce vehicle miles traveled (VMT), decrease transportation costs, improve safety, reduce Greenhouse Gas (GHG) emissions pollution, and expand access to opportunity. This would also advance the State's and regional goals to reduce GHG emissions and increase transit mode share. The transit service would improve accessibility by providing people, including those with disabilities and those living in rural, disadvantaged areas, affordable transportation options. Disadvantaged communities would be served by the potential transit service, providing access to employment, housing, healthcare, and other quality-of-life services. FCRTA would create strategic partnerships, especially with affordable housing organizations, to provide affordable transportation options to transit-dependent residents. The Roadmap would integrate with surrounding transit services, including Fresno Area Express and Clovis Transit, as well as future high-speed rail.

The following are the primary project objectives:

- Evaluate FCRTA's operations and determine comprehensive changes, including service types, routes, and frequency, and assess the potential of innovative new strategies and partnerships.
- Increase operational efficiency and effectiveness.
- Ensure transit services improve overall mobility and assess especially in disadvantaged areas and for seniors, people with mobility challenges, and low-income. Ensure the transit programs support the growth of these community members.
- Develop strategies to improve the system's effectiveness and cost-effectively grow ridership.
- Better match the system with current and potential future ridership demand.
- Determine if and what fixed-route services should be provided and where. Determine if and how to expand fixed-route service or reallocate funds to improve service or offer different, more effective service types.
- Ensure operations align with zero emissions fleet goals.
- Determine the capital projects to support recommended strategies.
- Determine if new technology is warranted for scheduling and rider trip planning and communications.
- Develop a strategy to increase community awareness of FCRTA's services and communicate the safety and comfort of transit.

Summary of Project Tasks

[Project Management activities must be identified within the task they are occur and not as standalone tasks.]

Task 01: Project Administration

Project Kick-off Meeting

FCRTA will hold a kickoff meeting with Caltrans staff to discuss grant procedures and project expectations, including invoicing, quarterly reporting, and all other relevant project information. The meeting summary will be documented.

Invoicing

Submit Complete invoice packages to Caltrans district staff based on milestone completion- at least quarterly, but no more frequently than monthly.

Quarterly Reports

Submit quarterly reports to Caltrans district staff summarizing project progress and grant/local match expenditures and DBE reporting.

Task Deliverables
Kick-off meeting with Caltrans and meeting notes
Quarterly invoices
Quarterly progress reports and DBE reporting

Task 02: Consultant Procurement

RFP for Consultant Services

FCRTA will complete an RFP process for selecting a consultant or consultant team using procedures that comply with the State Contracting Manual, Chapter 5, the Local Assistance Procedures Manual, Chapter 10, and the terms of the agreement with Caltrans.

Staff Coordination

FCRTA will hold monthly in-person project team meetings with consultants to ensure good communication on upcoming tasks and ensure the project remains on time and within budget. Caltrans staff will be invited to the project team meetings.

Task Deliverables
Copy of procurement procedures and request for proposal
Copy of executed consultant contract
Copies of any and all amendments to the consultant contract
Meeting notes from monthly consultant meetings

Task 1: Existing Conditions

The purpose of this task is to develop a complete profile of the market, population growth projections, and opportunities to serve unmet and future transit needs.

Review Transportation and Planning Documents

- Conduct a review of relevant state, regional, local, and FCRTA transportation planning documents and briefly summarize how each relates to the Roadmap.
- Review affordable housing locations and planned developments
- Review economic plans and other strategic planning documents

Study Area Characteristics

- Conduct a robust technical analysis of quantifiable and a research deep-dive to understand existing conditions in the project area and begin to evaluate market demand and strategies, including:
 - Population demographics and socio-economic characteristics – people, households, families, housing, vehicle ownership and projections
 - Housing affordability and/or trends – housing costs, trends in housing construction
 - Employment characteristics - labor market, major employers, distribution and concentration, projections
 - Travel demand characteristics - work and non-work travel patterns, workforce training sites, origin-destination, peak trip times, generation and attraction tables
 - Existing human services programs and their transportation needs, such as senior services organizations, health and welfare organizations, disability organizations, tribal organizations, higher education and workforce training, affordable housing, healthcare facilities

Review of County Transit Operations and Existing Transportation Service

A comprehensive analysis of the existing mobility landscape in Fresno County - transit services, bicycle and pedestrian plans, carpooling and vanpooling programs, and transportation demand management for all public and private operators with a lens toward understanding gaps and opportunities for coordination.

Review of FCRTA's existing service

Perform an analysis of FCRTA's existing service and system to create a profile of the system and its operating costs and needs. Information gathered should include:

- Operation and service levels, types, hours, locations
- Ridership trends by service type
- Operation cost per revenue hour by service type
- Fare structures, farebox recovery ratio, and average subsidy per passenger trip by service type
- Staffing
- ADA compliance
- Ride reservation procedures
- Budget and funding sources
- Fleet, equipment, and facilities
- Performance
- Technology for scheduling and trip planning
- Marketing and communications

The goal is to identify needs and develop strategies. Identify average or underperforming routes or geographic areas of service.

Task Deliverables
Summary of Existing Conditions with GIS mapping, tables, and graphs to identify population demographics and socioeconomic characteristics, employment characteristics, travel demand characteristics, relevant plans, the existing mobility landscape, and land use that can help evaluate potential demand for transit service and strategies.

Task 2: Analysis

Peer Analysis

A peer analysis is needed to determine how Fresno compares to its peers in functional areas measured in the FTA National Transit Database and service offerings. To carry out this task, the following will be performed:

- Determine at least three peer agencies leading the way in innovative transit operations; consider geographic location, demographics, and socioeconomic features in selecting peer agencies.

SWOT, Goals, Objectives, and Performance Targets

- Review existing fleet and service operations to assess strengths, opportunities, limitations, and challenges. Develop system goals, objectives, and performance targets. Conduct a strategic planning workshop with FCRTA staff that sets the long-term direction of the agency and evaluates the current mission, goal, and performance targets. Develop a performance measurement program for ongoing assessment.

Demand Analysis and Needs Assessment

- Rural areas are not densely populated, so while population and employment are helpful data points to support service planning, other factors shape FCRTA's service offerings. Analyze the following data, in connection to existing conditions and stakeholder and community input, to model estimates for future baseline transit needs:
 - Demographics include race, ethnicity, and country of origin
 - Vehicle ownership
 - Household income
 - Senior, youth, and disabled population

- Number and location of affordable housing units
- Number and location of social service centers, senior centers, health care clinics, and workforce training sites
- Population projections, future developments

High-Level Facilities Assessment

- Assessment of existing facilities to determine where deficiencies may be.
- Based upon the different service levels identified in the service planning component, determine what facilities and amenities should be prioritized for upgrades.
- Conduct a bus stop infrastructure analysis to determine what qualifies a stop for specific amenities such as a bench, shelter, real-time information sign, etc., and necessary upgrades.

Alternatives Development and Evaluation

Select and analyze improvements for specific transit service, capital, and infrastructure needs. Develop a list for analysis based on the findings from the previous tasks and community and stakeholder feedback.

- Identify alternatives for potential improvements that may include the following:
 - Updating service types
 - Updating schedules
 - Realigning routes and frequency vs coverage
 - Microtransit or microtransit feeder routes
 - Vouchers and partnerships with private transportation companies
 - Partnerships and engagement with organizations such as affordable housing agencies and social service organizations
 - Consolidating stops
 - New fares or payment
 - New vehicle types
 - Upgraded paratransit scheduling
 - Micromobility and first/last mile opportunities
 - New technology
 - New bus shelters and stop amenities
 - Park and ride locations
 - Coordinate with other transit providers (such as KART, FAX, and Clovis Transit) and improve connectivity
 - Marketing and communications to reach customers of different ages, races, genders, technology availability, and income levels.
- Analyze each alternative with the following:
 - Planning level cost estimation for operations and capital
 - Ridership demand estimation
 - Compatibility with forwarding goals, objectives, and performance targets
 - Electrification analysis
 - Determine how the various services would operate as zero emissions and coordinate with FCRTA's existing electric vehicle fleet, future microgrid development, Zero Emissions Vehicle Rollout Plan, and infrastructure upgrades.
- Refine and reevaluate alternatives
 - Refine alternatives to understand the following:
 - Can one improvement address the needs more effectively than another?
 - What are the systemwide benefits?
 - Is environmental justice and equity gained?
 - Would goals and priorities be better served by a different improvement?
- Identify capital and operational costs
 - Identify projected capital and operational costs, including possible timeline and phases for development.

- Identify potential funding sources
 - Review and identify potential funding sources for future implementation of the Project, including farebox revenue with an analysis of various fare scenarios, up-front or long-term grants, loans, allocations of local, regional, state, federal, or private funds, or innovative financing mechanisms that are proposed to be made available for achieving project goals.

Technology Assessment

- Review planning and scheduling technology to assess the need to replace FCRTA's existing software for scheduling and ride requests through improved use of trip-sharing algorithms to plan better shared rides between passengers for on-demand, rural, and paratransit, efficient driver route, and higher vehicle utilization, potentially to decrease overall agency costs, enabling on-demand booking options, both online and through smartphone applications, and seamless integration between route service and on-demand service.

Marketing, Communications, and Partnerships

- Based on a review of FCRTA's existing marketing and communications methods, determine gaps and needs and develop a strategy to increase community awareness of FCRTA's services and communicate the safety and comfort of transit.
- Determine the partners necessary for reaching riders and develop a strategy for partnership engagement.

Transit Roadmap and Strategies

Develop a transit roadmap implementation strategies report with recommendations and an implementation plan based on FCRTA, stakeholders, and community input, as well as alternatives, and develop recommendations and an implementation plan to promote systemwide growth. Include a description of each improvement and the timeframe and strategy for implementation.

Task Deliverables
Transit roadmap implementation strategies report. This analysis will inform the draft and final deliverables discussed in Task 5

Task 3: Public Outreach

Stakeholder Identification and Meetings/Focus Groups

At the onset of the project, FCRTA and the consultant will develop a list of stakeholders to reach out to gather initial feedback and discuss their desired involvement in the project. Some stakeholders may only be interested in interviews and draft deliverable review, while others may want to be part of the Project Advisory Committee and provide input throughout the feasibility project process. Some stakeholders may want an update on the project at a regularly scheduled organizational meeting or gathering. FCRTA and the consultant will tailor stakeholder involvement to the specific stakeholder. Stakeholders may include but are not limited to non-profit community-based organizations, social service organizations, local housing authorities, workforce development agencies, local Chambers of Commerce, housing organizations, business owners/employers, resident associations, developers, local school districts, Fresno Council of Governments, the cities and unincorporated areas of Fresno County, and the County of Fresno. The "Project Stakeholders" section above provides a complete potential list of stakeholders. Hold up to 10 one-on-one and group stakeholder meetings to gain input and six (6) focus groups with City and unincorporated community officials.

Community Survey

Issue at least two (2) community surveys. One survey will focus on residents' existing transportation patterns, and the other will focus on gathering feedback about route alignment, transit types, and route stops. Hard copies of surveys will be available to take in person at community events and local gathering places such as libraries, community centers, and grocery stores and on buses. The survey will also be issued in an online digital format.

Website

Provide information about the project and community survey on FCRTA's website and issue project documents.

Community Workshops/Open houses

Host a series of six (6) Community Pop-up Workshops/Open houses across the County to engage the community. It is envisioned that these events will be interactive and open to the public and planned to meet the community in locations where they are or are easily accessible. FCRTA will coordinate with Caltrans staff on planning the events (and offer in-person or digital meetings, depending on COVID-19 orders). To target outreach to disadvantaged communities, FCRTA and the consultant will work with local social services organizations to plan the workshops and notify the community.

These events will introduce the project to the public and project stakeholders, define project parameters, inform the community of project opportunities and constraints, and identify and solicit opinions from the community/stakeholders to help shape this roadmap. The feedback that will be sought from these workshops will include origins and destinations, potential service, route alignment, route schedule, mobility options, first/last mile transit connections, and transit service features to understand the level and types of service necessary to generate demand. To facilitate engagement, interactive activities will be incorporated for the participants that get people moving, thinking, learning, and contributing insight to the project. For example, participants may be split into break-out groups with opportunities to mark up proposed transit routes or design their own and report back to the group.

To encourage participation in the surveys, workshops, and focus groups, light snacks and refreshments will be offered

Note: All public meetings will be publicly noticed to ensure maximum attendance. All public notices will be in English and Spanish. Spanish translators and sign language interpreters (if requested) will be present at all workshops. For those unable to attend the in-person meetings for any reason, including a physical or mental disability, virtual participation options will be available.

Alternatively, if the COVID-19 environment does not allow in-person community workshops, develop, prepare for, and execute a digital charette using Zoom or a similar platform. The charette will also feature interactive exercises and small-group breakouts conducted digitally, such as live surveys, interactive route planning, and vision boarding. The Consultant Team will work with FCRTA to advertise the meetings as appropriate; digital access to the meetings will be provided. A captioned recording of each session will be provided on FCRTA's website. The consultant should provide options for those who do not have internet access to attend a digital meeting.

Task Deliverables
Community survey
Outreach materials, including flyers, website announcements, fact sheets, presentations, etc.
Public Outreach Report summarizing public outreach efforts, including community workshops, focus groups, and community surveys.

Task 4: Advisory Committee Meetings

Invite interested stakeholders to join an advisory committee for the project, consisting of, at minimum, representatives from the following entities:

- Fresno Council of Governments
- Fresno County
- Local Transit Service Providers
 - Clovis Transit
 - Fresno Area Express
- San Joaquin Valley Air Pollution Control District
- Caltrans
- Cities of Fresno County
 - City of Coalinga

- City of Firebaugh
- City of Fowler
- City of Fresno
- City of Huron
- City of Kerman
- City of Kingsburg
- City of Mendota
- City of Orange Cove
- City of Parlier
- City of Reedley
- City of Sanger
- City of San Joaquin
- City of Selma
- Unincorporated Communities of Fresno County
- Community Organizations including:
 - Fresno Housing Authority
 - Proteus, Inc
 - Centro La Familia Advocacy Services
 - West Fresno Family Resource Center
 - Central California Legal Services
 - California Rural Legal Assistance
 - Fresno County Self Help Center
 - Fresno Regional Workforce Development Board
 - Leadership Council for Justice and Accountability
 - Self-Help Enterprises
 - Habitat for Humanity

It is anticipated that the consultant and FCRTA will facilitate at least four advisory committee meetings (one per quarter) with the advisory committee to guide the project from initiation to completion. One meeting will occur at project kick-off, two will present interim findings and gather input, and one will review and approve the report. Caltrans district staff will be included in the planning for the advisory committee meetings and will be invited to serve on the advisory committee. Meetings will be interactive and provide opportunities for input from all attendees. Meetings will be in-person and digital (depending on Covid-19 orders).

Task Deliverables
Meetings agendas for each advisory committee meeting
List of attendees and meeting minutes and action items for each advisory committee meeting

Task 5: Draft and Final Plan

Develop Draft Fresno County Transit Roadmap

Based on the feedback from the community engagement, advisory committee, and analysis, a draft Fresno County Transit Roadmap report will be prepared to include all project components and aspects to date.

FCRTA Review & Comment on Draft Roadmap

FCRTA staff reviews and comments on the Draft Roadmap and discuss their findings, concerns, and recommendations with the consultant. The consultant will revise the Roadmap based on FCRTA comments.

Advisory Committee Meeting

Solicit feedback, respond to questions, and resolve critical issues from the project advisory committee.

Public Comment

Issue the draft Roadmap for review and comment by the public.

Complete Final Fresno County Transit Roadmap

Revise the report based on comments from the advisory committee and the public. The revised report is a completed Final Fresno County Transit Roadmap. The Roadmap report will include a summary of the next steps towards implementation, credits to Caltrans on the cover page, and submitted to Caltrans in an ADA-accessible electronic copy.

Task Deliverables
Draft Fresno County Transit Roadmap report that includes current conditions analysis, recommended strategies, partnership opportunities, capital and operations cost analysis, ridership estimates, funding opportunities, stakeholder and community engagement review, and implementation steps.
Draft Fresno County Transit Roadmap
Written agency and public comments on the draft report
Final Fresno County Transit Roadmap

Task 6: Board Review/Approval

Present the Final Fresno County Transit Roadmap at the FCRTA Board meeting. Resolve any critical issues. Prepare the next steps for implementation. Adopt Final FCRTA Fresno County Transit Roadmap.

Task Deliverables
FCRTA Board Agenda
FCRTA presentation materials
FCRTA Board meeting minutes indicating board acceptance/approval of Fresno County Transit Roadmap

Appendix B

California Department of Transportation
Sustainable Transportation Planning Grant Program
COST AND SCHEDULE

Grant Category	Sustainable Communities Competitive
Grant Fiscal Year	FY 2024-25
Project Title	Fresno County Transit Roadmap
Organization (Legal name)	Fresno County Rural Transit Agency
Disclaimers	Agency commits to the Cost and Schedule below. Any changes will need to be approved by Caltrans prior to initiating any Cost and Schedule change or amendment. Use only whole dollars in the financial information fields. No rounding up or down and no cents. Use the Local Match Calculator to ensure that grant and local match amounts are correct: Local Match Calculator (posted on-line)
Reimbursements/ Invoicing	Does your agency plan to request reimbursement for indirect costs? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, what is the estimated indirect cost rate? _____ Does your agency plan to use the Tapered Match approach for invoicing purposes? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

Task #	Task Title	Grant Amount*	Estimated Local Cash Match*	Estimated Local In-Kind Match*	Estimated Total Project Cost*	FY 2024/25					FY 2025/26					FY 2026/27									
						J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F
01	Project Administration (no more than 5% of total grant funds)	\$5,000	\$1,000	\$0	\$6,000																				
02	Consultant Procurement	\$0	\$0	\$0	\$0																				
1	Existing Conditions	\$42,000	\$6,000	\$0	\$48,000																				
2	Analysis	\$98,000	\$12,000	\$0	\$110,000																				
3	Public Outreach	\$75,000	\$9,000	\$0	\$84,000																				
4	Advisory Committee Meetings	\$25,000	\$3,000	\$0	\$28,000																				
5	Draft and Final Plan	\$18,000	\$2,900	\$0	\$20,900																				
6	Board Review/Approval	\$3,000	\$1,000	\$0	\$4,000																				
Totals		\$266,000	\$34,900	\$0	\$300,900																				