

REQUEST FOR PROPOSALS NO. 7733

FOR A

DRAFT ENVIRONMENTAL IMPACT STATEMENT (DEIS)/ FINAL ENVIRONMENTAL IMPACT STATEMENT (FEIS)/ PRELIMINARY ENGINEERING (PE) DOCUMENT

FOR THE DANE COUNTY/GREATER MADISON METROPOLITAN AREA

**(To Comply with 23 CFR Part 450 and 49 CFR Part 611 of U. S. Department of
Transportation/Federal Highway Administration & Federal Transit Administration)**

PROCURING AGENCY

City of Madison, WI/County of Dane, WI/Wisconsin Department of Transportation

PROJECT MANAGER

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SOLICITATION SCHEDULE

The following is the solicitation schedule for Offerors:

| | |
|-----------------------------------|--|
| Request for Proposals Issued: | Monday, March 28, 2005 |
| Requests for Clarification Due: | Friday, April 8, 2005 at 2:00 PM, C.S.T. |
| Responses to Requests Issued: | Friday, April 15, 2005 |
| Pre-Award Challenges Due: | Friday, April 22, 2005 at 2:00 PM, C.S.T. |
| Proposal Due Date: | Thursday, May 26, 2005 at 2:00 PM, C.S.T. |
| Preliminary Evaluation Completed: | Thursday, June 30, 2005 |



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I. INTRODUCTION

A. Rail Transit Planning in Madison and Dane County

Over the past twenty-five years, there have been numerous publicly-funded studies that have examined the future of transit in Madison and Dane County, either exclusively or as a major component of the study. These studies examined higher-capacity transit alternatives, such as rail-based transit and other advanced transit technologies. These studies concluded that some form of high-capacity transit could be an important component of Madison and Dane County's future transportation system and be a positive influence on area growth and growth management strategies.

In 1999, a transportation planning process - herein referred to as "Transport 2020" - was initiated with the charge of evaluating several modes of public transportation in the region.

B. Transport 2020 Alternatives Analysis

Transport 2020 is a transportation evaluation process, jointly sponsored by the Wisconsin Department of Transportation (WisDOT), Dane County, and the City of Madison.

The initial phase of Transport 2020 study, an alternatives analysis, was initiated in April 2000. A Final Report was completed in August 2002. The study evaluated various transportation system improvements for Madison and Dane County. Transportation improvements evaluated in Transport 2020 ranged from improvements to the existing street/highway system and Madison Metro bus services, to the initiation of new passenger rail and express bus services.

The Consultant Final Report for the Transport 2020 alternatives analysis can be found at the following web site:

<http://www.transport2020.net/>

The study's activities were guided by the Transport 2020 Oversight Advisory Committee (OAC), an intergovernmental body appointed by the State of Wisconsin, City of Madison and Dane County. After considerable analysis, the OAC arrived at conclusions and recommendations to form the basis of transportation planning for the next few decades.

The next phase of the implementation process for Transport 2020 is the Preliminary Engineering (PE) and National Environmental Policy Act (NEPA) environmental documentation process.

C. Overview of Transportation and Growth Management Issues in Transport 2020

The City of Madison and Madison Metro transit currently provides a high level of bus transit service to much of the metropolitan area. However, at the same time, increasingly congested roads and parking constraints in the Isthmus and the central business district will limit the City's ability to retain and attract employers, workers, and residents to these locations. Currently, some businesses are relocating from the central area of the City to suburban locations in the region, in part because of transportation challenges. For these and other reasons, this community



recognizes the need to provide for major improvements in transit service to workers and residents of Dane County and the Madison metropolitan area, as an important component of the region's economic development and growth management future.

Traffic congestion and mobility deficiencies in Dane County and the Madison metropolitan area are currently problematic and are expected to become significantly worse by 2020 and beyond. Good mobility is critical to the economic health and quality of life of Dane County residents. In addition, these transportation corridors are expected to experience even more congestion in the future, which will further compound the existing mobility and safety problems.

In order to address these challenges, many improvement options were considered in the Transport 2020 alternatives analysis. Future roadway expansion improvements will be very difficult to implement in many established transportation corridors, due to right-of-way constraints and impacts on neighborhoods and existing development. This is particularly true of the most seriously congested corridors. The geography of the Madison urban area, with its lakes and narrow isthmus of land between them, compounds these transportation challenges. In addition, the ability to provide additional automobile parking facilities in major centers of employment, especially the central business district, is very costly and highly problematic.

With implementation of the Transport 2020 plan, daily transit system ridership is projected to increase significantly from current levels - from about 40,000 to almost 60,000 daily riders. The Transport 2020 alternatives analysis also considered the interrelationship of the various transportation system improvements with urban land use/development scenarios, and the recommended transit system reflects these important considerations. Efficient, transit-oriented development that conserves land and preserves farmland and environmental resources is important to all residents of Dane County. To assist regional transit-oriented planning efforts, numerous Dane County communities - including the cities of Middleton, Fitchburg, Sun Prairie and Madison (as well as other communities) - have adopted transit-oriented land use planning and development practices.

The Transport 2020 alternatives analysis showed that the recommended transit system will be an attractive catalyst for attracting additional private and public investments in development along the primary transportation corridors in the area. The plan addresses many of the important transportation and land use goals established during the Transport 2020 study. Furthermore, these goals reflect current adopted plans and are critical to ensure that the high quality of life currently enjoyed by Madison and Dane County residents is maintained and enhanced.

D. Transport 2020: Locally-Preferred Alternative (LPA)

The long-term transportation system vision proposed in Transport 2020 is a multi-modal system consisting of commuter rail, electric streetcars, express bus services, park-and-ride lots and improvements to local bus service. This "Full System" transit vision will represent significant progress toward meeting the regional transportation, economic development and growth management goals established at the outset of the Transport 2020 project (goals that are also reflected in the adopted plans of numerous Dane County communities).



The first piece of this long-term transit vision (the Locally-Preferred Alternative) recommended to move forward to the next phase of analysis - the PE/NEPA study - is a 13-mile commuter rail line operating within the railroad corridor connecting Greenway Center (in the City of Middleton) and East Towne Mall in Madison. This commuter rail line will traverse central Madison and the University of Wisconsin-Madison campus area, and could potentially be expanded to other Dane County communities. Near-term commuter rail system extensions could include McFarland, the Dane County Regional Airport and Sun Prairie. Additional future extensions might include Fitchburg, Stoughton, Oregon, DeForest, Cross Plains, Waunakee, or other interested Dane County communities.

This commuter rail service is expected to be supplemented by new express bus service, park-and-ride facilities and improved local bus services. Some new bus service between Madison and Dane County communities is already being planned, such as service to the cities of Verona and Sun Prairie. A map of the Transport 2020 "Start-Up System" can be found on page 6, below.

The City of Madison, Dane County and the Madison Area Metropolitan Planning Organization (MPO) have all adopted resolutions endorsing the recommendations contained in the Transport 2020 Final Report and have recommended moving forward to the next phases of study – the PE/NEPA environmental documentation process, in accordance with all applicable local, state and federal regulations.

E. Preliminary Engineering/NEPA Process: Next Step for Transport 2020 Implementation

The next step in the development/implementation of the Transport 2020 Start-Up System is the Preliminary Engineering (PE) and the National Environmental Policy Act (NEPA) environmental documentation as an Environmental Impact Statement. This process will entail more detailed analysis of alternatives, further refinement of the operating plans for the recommended transit system and further evaluation of the funding and management mechanisms under which the new transit system will operate.

The PE/NEPA evaluation will develop detailed information regarding how the recommended system will impact the community and affected environment - including how auto traffic flow will be affected, how existing neighborhoods might be affected and what mitigation measures might be implemented to help alleviate the impacts.

The PE/NEPA process will also evaluate the governance structure for owning and operating the proposed system (including how Madison Metro transit will be integrated into that entity) and will evaluate funding sources for the proposed system, including levels of participation where appropriate.

In addition, as an important component of the PE/NEPA process, the Consultant will complete a New Starts Application - formally requesting Federal Transit Administration (FTA) approval to enter preliminary engineering. This effort will include the preparation of all necessary documentation to be submitted to FTA.

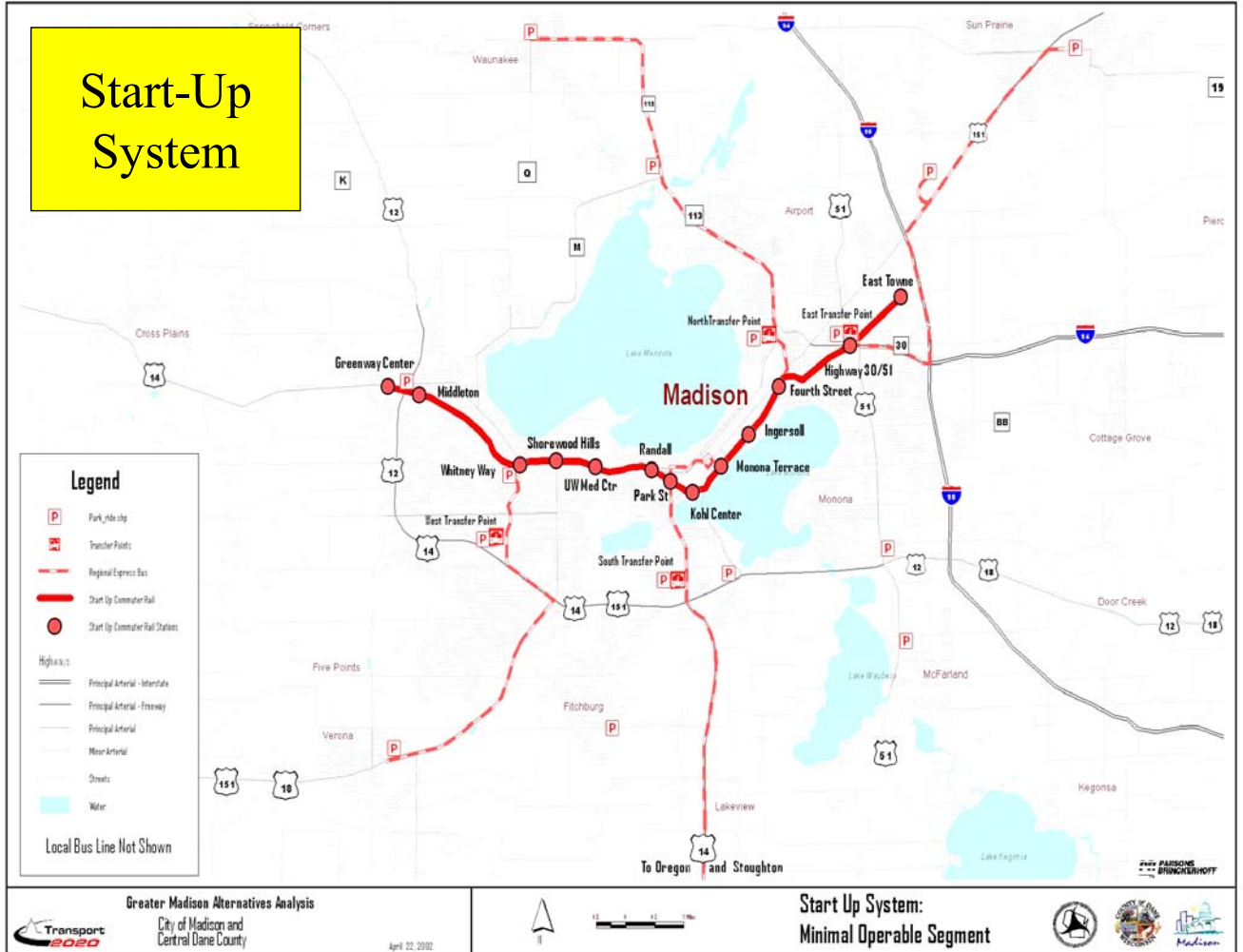


F. Federal Guidelines Pertaining to PE/NEPA

This PE/NEPA analysis (including detailed conceptual engineering and environmental analysis) is to be carried out in accordance with the NEPA process and other relevant federal and state regulations and guidelines, including the proposed FTA/FHWA Planning and Environment Regulations. The work products must be developed so as to satisfy the requirements of FTA's TEA-21 New Starts Program, including development of the information needed to satisfy FTA's Revised Technical Guidance for Section 5309 New Starts Criteria and the revised 49 CFR Part 611 for Major Capital Investment Projects, U.S. Department of Transportation, Federal Highway Administration/Federal Transit Administration.



Transport 2020 Start-Up System (Locally-Preferred Alternative)



G. Madison Streetcar Study



In 2005, a preliminary feasibility study of electric streetcars, a component of the Transport 2020 Full System Vision, will be undertaken. The Consultant selected for the Transport 2020 PE/NEPA study shall ensure a high degree of communication and coordination with the Madison Streetcar Study, where beneficial to the conduct of the NEPA analysis and the preparation of the FTA New Starts Application.

In order to enhance the coordination of these two studies, four members of the Transport 2020 Implementation Task Force will also serve on the Madison Streetcar advisory committee. In addition, both projects will be managed by the Transport 2020 Project Administrator.

H. Administration of PE/NEPA Analysis

The PE/NEPA analysis is being co-sponsored by three primary agencies - the City of Madison, Dane County, and the Wisconsin Department of Transportation. The three agencies are in the process of entering into an agreement to cooperate in the conduct of the PE/NEPA analysis.

A study oversight process has been identified, to help guide the overall conduct of the study. The Transport 2020 Implementation Task Force has been created and is charged with providing policy oversight for the PE/NEPA study, in order to ensure that the study is adequately addressing the range of issues, policy choices and other study elements identified by the sponsoring agencies and included in the Consultant's Scope of Services. The composition of the Implementation Task Force includes representatives of Dane County, the City of Madison, the Wisconsin Department of Transportation, the University of Wisconsin-Madison, and the Madison Area Metropolitan Planning Organization.

Subcommittees of the Implementation Task Force have also been formed, in order to address specific issues in more detail than the full Task Force would generally be able to.

A Technical Advisory Committee (TAC) will provide guidance to the Consultant on the conduct of the PE/NEPA study. The TAC members are charged with periodically reporting to members of the Implementation Task Force (or their respective subcommittees, agencies and policy bodies) to provide them updates of the study's technical proceedings, as appropriate.

The Project Administrator for Transport 2020 will be responsible for the day-to-day management of this PE/NEPA analysis. The City of Madison, Dane County and Wisconsin Department of Transportation will be the contracting parties with the selected Consultant. The Project Administrator will have primary authority for contract management and enforcement and will review and approve the Consultant's monthly progress reports and invoices. The Project Administrator will review and approve any significant schedule changes and any contract modifications (after discussion with and approval from the Implementation Task Force). The Project Administrator will review and approve all meeting agendas, minutes and meeting materials prepared by the Consultant. The Project Administrator will report to the Project Sponsors' management or governing bodies, periodically and when requested, on the status of the Transport 2020 project.

I. Phasing of the PE/NEPA Process & Project Budget



Project Budget

The completion of the entire DEIS/FEIS/Preliminary Engineering project will need to be conducted in distinct phases, contingent on the necessary financing becoming available over time. At this time, the Project Sponsors have made a firm commitment to providing \$1,000,000 toward the completion of the DEIS/FEIS/Preliminary Engineering document.

Federal funding for this project has been obtained as part of the federal FY 05 Appropriation (designated in the Federal Aid Highways account), in the amount of \$500,000. WisDOT has committed to covering 50 percent of the entire PE/NEPA costs, as part of the Highway 12 Agreement, and will provide an additional \$500,000 to match the FY05 federal funds.

These funding commitments will allow the PE/NEPA project to begin, but the Project Sponsors recognize the fact that additional funds may be necessary to complete the entire study. Efforts are ongoing to obtain additional funds. In early 2005, a request for additional federal funds has been submitted to the local congressional delegation – including continued recognition of the Transport 2020 project within the reauthorization of the federal transportation program (TEA-21) and continued financial support for the project in the FY 06 Appropriations Bill. And as noted above, any federal funds obtained in the FY 06 Appropriations Bill will be matched by WisDOT.

Project Phasing

The specific work tasks for the entire DEIS/FEIS/PE project are detailed on pages 10-26, below.

The first phase of the PE/NEPA analysis will include all necessary planning and environmental work needed to complete a Preliminary DEIS (i.e., full completion of Work Tasks 1 through 8.A.). The work shall be conducted at a 10% - 20% level of engineering detail, on average, or at a minimum the level of engineering sufficient to establish the physical requirements of each transit system alternative (and the associated costs, benefits and impacts of each).

NOTE: The Transport 2020 Project Sponsors have allocated a budget of \$1,000,000 for the completion of Phase 1 of the DEIS/FEIS/Preliminary Engineering document (i.e., full completion of Work Tasks 1 through 8.A.). Phase 2 of the project may not begin until all work in Phase 1 has been completed satisfactorily. Project Sponsors are requesting that proposals include both Phase 1 and Phase 2 at this time, although it is anticipated that separate contracts may need to be entered into for Phase 1 and Phase 2. Project Sponsors reserve the right to select different Consultants for each phase, if deemed appropriate or desirable by the Project Sponsors. Finally, it is the Project Sponsors' preference that Phase 1 of the project be completed within 15 months of the commencement of work. Phase 2 work should be completed within one year of the commencement of that phase of the project.

Phase 2 of the project (Work Tasks 8.B. through 10) will include the preparation of a New Starts Application for submittal to FTA. Phase 2 of the analysis will also consist of preliminary engineering that refines the 10% - 20% conceptual design (completed in Phase 1) to a 30% - 40%, or greater, level of design and engineering. The Consultant work to refine preliminary engineering may not begin until FTA has given the Transport 2020 project approval to enter PE.



Phase 2 of the project will also include submittal of the FEIS and proposed Record of Decision (ROD) to FHWA and FTA for their approval.

As noted above, the Consultant should submit a proposal that completes all planning, environmental and engineering work necessary to complete the two phases of this project.



II. SCOPE OF WORK

Purpose of Project

The purpose of this project is to identify transit system improvements in Madison and Dane County, and to advance necessary transit capital projects in the study area through the NEPA process. The Project Sponsors require that the Consultant undertake the appropriate level of environmental analysis to complete the DEIS/FEIS process. The Consultant selected for this project must be capable of completing all planning, environmental and engineering work associated with this project.

A thorough and comprehensive public participation process must be developed at the beginning of the project and carefully implemented throughout. The public participation element must drive the overall planning process, and the technical planning and design activities must be integrated into this process.

Respondents to this Request for Proposals (RFP) are invited to propose on the overall project, and may form a consortium of firms to complete the various public participation, engineering, technical planning, design and analysis parts of the scope of work. In all cases, the tasks, deliverables, personnel and budget assigned to the project development, public participation and technical portions of the work must be clearly identified and separated out in separate sections, if not separate documents.

The Transport 2020 Implementation Task Force reserves the right to suggest to any or all respondents that such respondents form or reform into teams of consulting firms or organizations deemed to be advantageous to the Task Force in performing the scope of work. The Task Force also reserves the right to contract for all or only parts of the work described in this RFP.

Scope of Work

The following is an overview of the proposed scope of work. It includes general descriptions of tasks which respondents should build on, adding or altering tasks as deemed appropriate and proposing more detailed subtasks. The Consultant selected for this project will have a high level of experience performing similar work and should feel free to propose alternative methods and techniques, where appropriate.

At a minimum, the Consultant must propose a scope of work describing individual work tasks, and summarizing the work products associated with each task. The Consultant should follow the format described herein, to the greatest extent possible. However, the Consultant should also feel free to demonstrate their unique abilities, creativity, and/or experience to perform the various work tasks. Further, the Consultant may wish to expand upon certain work tasks, and show how such alternative approaches would be beneficial to the conduct of the study. The Consultant must also be prepared to demonstrate flexibility with the scope of work, recognizing the fact that amendments and modifications to the work scope may be necessary (as agreed to by the Implementation Task Force and the Consultant), at various points throughout the study.



As noted above, the Locally-Preferred Alternative selected in the Transport 2020 alternatives analysis is a 13-mile commuter rail line – service that will also be supplemented by new express bus service, park and ride facilities and improved local bus services. A map of this “Start-Up System” can be found on page 6, above.

The project will have sufficient detail to inform the community and local decision-makers about the costs and benefits of the alternatives. The project will be documented in a Draft Environmental Impact Study (DEIS) under NEPA and the LPA submitted to FTA for evaluation and rating as a New Starts project, ready to enter preliminary engineering. The preparation of the DEIS and a New Starts Application is included in this study.

Information from the Transport 2020 Final Report (August 2002) and subsequent studies in the corridor will be used in helping to develop the Purpose and Need section of the DEIS. Addressing the critical design and impact issues in the corridor will require extensive community input and an iterative process involving a high degree of integration between the public participation element and technical planning and design tasks.

Due to community sensitivity to urban design issues in the corridor, land use impacts in the corridor and important regional development goals, the Consultant teams must include a high level of land use planning and urban design expertise (particularly in the station location siting and design work).

Under NEPA, formal public meetings/hearings during the scoping process at the initiation of the study and during the circulation of the final DEIS stage will be required. This study will be done in accordance with the requirements of NEPA. Planning and design work for the complete DEIS/FEIS/Preliminary Engineering document will be at a 30% - 40%, or greater, level of engineering detail.

It is critical that the work products from this study meet the requirements of the FTA New Starts Program. Since the study sponsors may choose to seek federal funding assistance for the design and construction of Transport 2020, the evaluative information developed in this study must be of sufficient breadth and quality to help justify the receipt of federal New Starts (49 USC Section 5309) funding for this project.

The FTA New Starts Criteria include defined mobility improvements, environmental benefits, operating efficiencies, cost-effectiveness, transit-supportive land use and other factors. As part of the study, the Consultant will analyze the region’s financial capacity for constructing and operating the Transport 2020 system.

Throughout the study, all work products will be submitted to the Implementation Task Force for review and comment. Many of the work products will require FTA review and concurrence.

Draft work products and deliverables should be submitted electronically, where possible. Files may be sent in pdf format. All text must be in Microsoft Word 2000, spreadsheets must be in Excel, all images (i.e., maps, illustrations, drawings, photos, etc.) must be in either GIF or JPG format with JPG for photos and GIF for all others. The GIS system is ArcView. It is expected



that all draft files sent to the Task Force for review and comment will follow the above formatting rules. The goal of the Implementation Task Force is to complete all work defined in this scope within 24 months from the Consultants being given notice to proceed.

The scope of work is described below.

PHASE 1

Work Task 1: Project Management Plan

Based on consultations with the Project Sponsors, the project development Consultant shall prepare a detailed Project Management Plan for the study. The Management Plan will refine the contract scope of work and be used to guide and monitor the project. The Project Management Plan will specify the roles and responsibilities of the Consultant and other study participants, identify specific work tasks, sub-tasks, and review/comment points, and provide a detailed schedule of work – including major milestones that must be met before further work can be authorized.

The Consultants will need to plan for presentations to be made to the study team members, advisory committees and commissions committees, resource agencies, technical committees and the Implementation Task Force. The Project Management Plan must include a well-defined and meaningful public participation process designed to engage the public in all phases of this study, including project milestones, schedules and work products.

Work Task 1 Deliverables:

- Detailed Project Management Plan for project development and public participation, integrated with a detailed work plan for technical planning, conceptual design and analysis services

Work Task 2: Public Participation Plan

The Consultant shall develop a Public Participation Plan, one of the most important ongoing work elements of the PE/NEPA study. Early in the PE/NEPA study process, the Consultant will present the OAC with an overview of the PE/NEPA study's public participation program/process, as described in the Public Participation Plan.

The PE/NEPA study must be conducted through a planning process that allows for interactive and continuing public involvement, and the Public Participation Plan that's developed to guide the process must include participation from a wide cross-section of community interests and organizations. Public participation must be started at the outset of the PE/NEPA study, and last throughout the entire study. The Public Participation Plan must also be geographically broad in scope, given the regional scope of this PE/NEPA study.

The Consultant must be able to demonstrate their understanding of the need for (and importance of) an informed, interactive public discussion throughout the entire PE/NEPA study process, albeit at different levels within the various stages of the study. A variety of public participation



methods, tools and techniques may be considered, as appropriate, for the various stages/work tasks of the PE/NEPA study. The Consultant's unique capabilities, creativity, and/or previous experience in conducting such public participation programs should be explicitly noted in the proposal.

Results of public participation findings from the Transport 2020 study will be summarized for inclusion in the Public Participation chapter of the DEIS.

The following activities are to be conducted as part of the public participation process and included in the Public Participation Plan:

- Focus group of development and real estate professionals;
- Focus group of individuals representing the interests of elderly and disabled populations;
- Focus group of individuals representing the interests of low-income and other transit-dependent populations;
- Focus group representing employers located in the LPA corridor or other corridors representing strong potential for high-capacity transit;
- Ongoing management of the existing Transport 2020 project website, including the regular posting of Transport 2020 technical documents and other materials onto the website for public viewing (www.transport2020.net);
- Four project newsletters mailed to a list of interested Transport 2020 participants (list of participants to be maintained and updated by the Consultant);
- A series of two open houses held in 3 locations on separate dates in the Madison metropolitan area (six open houses total);
- A public hearing;
- News releases announcing the public meetings/hearings;
- Up to twelve presentations to local policy boards; and,
- Any other public participation activities recommended by the Consultant.

The public participation plan elements are to be carefully integrated into the project timeline. All public participation work must be closely coordinated and integrated with the related technical activities on an ongoing basis throughout the study.

The Public Participation Plan must identify all public participation elements within each of the work tasks described herein. Certain work tasks, for example, may have different/greater/lesser public participation elements within them. Certain work tasks may also seek involvement by different PE/NEPA study participants – such as the general public, interest/focus groups, local public officials, etc. This should be clearly identified in the proposal. More specifically, if public participation meetings/workshops/events are to be held as part of certain work tasks, they must be identified within each of those tasks.

A schedule or PE/NEPA study timeline must be developed that shows how the public participation program interrelates with each of the various work tasks of the PE/NEPA study. The PE/NEPA study timeline must also identify - for each of the PE/NEPA study's participants (i.e., general public, community interests, organizations/agencies, and units of government) - the stages of the PE/NEPA study during which their participation will occur, and in what manner.



Consistent with the Public Participation Plan, the Consultant will make arrangements for, and participate in, meetings with the PE/NEPA study's participants, and document feedback obtained at these meetings. The Consultant will also participate in a number of presentations, at defined milestones, to appropriate committees or policy boards. The exact number of presentations may vary, depending on the specific needs of the PE/NEPA study. In addition, the Consultant will participate in presentations to various boards and commissions of participating agencies and communities, at defined PE/NEPA study milestones.

For all public participation meetings, events, and exercises included in the Public Participation Plan, the Consultant will be required to:

- prepare advertisements and announcements of public events/exercises;
- prepare presentation materials and graphical displays;
- assist in conducting/staffing public involvement events, including presentations;
- document feedback obtained at these public events; and,
- develop responses to the feedback (as necessary) throughout the PE/NEPA study.

Work Task 2 Deliverables:

- Public Participation Plan
- Public participation materials (as identified in the Plan – e.g., newsletters, bulletins, fact sheets, graphical displays and materials for events, etc.)
- A draft chapter for the DEIS: Public Participation

Work Task 3: Review of Previous Planning Work and Identification of Existing and Future Year Conditions

The Consultants shall conduct a review of all previous planning studies that relate to Transport 2020 that identify the existing conditions in the LPA corridor.

The basis of the analysis of existing and future conditions will be the draft (and final, as available) long range Regional Transportation Plan for the Madison Metropolitan area (currently being prepared by the Madison Area MPO), and any supporting reports or technical memoranda prepared for that planning process.

A. Review of Previous Planning Work

For the alternatives considered in Transport 2020, the review should focus on the details of project siting, conceptual plan and profile design, impact analyses, operations, costs, implementation schedules, and financial limitations.

The Consultant should summarize all assumptions, critical issues and decisions in the previous studies that affect the planning, design and analysis of Transport 2020. Regarding public participation, the Consultant should identify and review the issues, stakeholders, assumptions and work products of Transport 2020 and the assumptions and work products of the subsequent strategic alignment analysis process. Presentation of this project information in public workshops or forums will be required.



B. Existing and Future Conditions in the Corridor

Demographic, land use and other socioeconomic, environmental and transportation information as presented in the MPO's long range Regional Transportation Plan will be used to identify the existing and future conditions in the LPA corridor.

Based on analysis of Census data and Madison Metro ridership data, the Consultant shall identify current transit ridership markets of varying levels. In consultation with City and MPO staff, the Consultant shall also identify locations which are candidates for redevelopment at densities that would help support transit (also see Work Task 7.E.). Particular attention is to be paid to locations along existing rail corridors, but other high-potential locations should also be identified.

Documentation of the existing and future conditions and presentation of this information in public workshops or forums will be required.

The Madison Area MPO will provide 2000 base year and forecast 2030 socioeconomic data at a traffic analysis zone (TAZ) level. This data is now being prepared as part of the update of the regional transportation plan, to be completed in November 2005. The forecast data will include an "adopted plans" land use scenario, and likely a "transit-oriented" land use scenario that assumes implementation of a fixed-guideway transit system in the travel corridor being evaluated in Transport 2020. MPO staff will also assist the Consultant in preparing any maps needed to present the existing conditions information in public workshops, or to be included in project reports/deliverables.

The City of Madison, Department of Planning and Development, will provide land use and demographic information, as appropriate.

The City of Madison, Engineering Division, will provide:

- 1) Digital orthophotography in SID or ECW format, gray scale, 6-inch resolution, covering the City of Madison;
- 2) Digital terrain model, derived using LiDAR, with a +/- 1-foot vertical accuracy, covering the City of Madison;
- 3) Two-foot contours created from the above digital terrain model;
- 4) The City's base map files showing such features as right-of-way lines for streets and railroads, street names, platted lots, certified survey map lots, lakes and rivers (these files are graphic only and are not linked to data);
- 5) Street centerlines linked to the following attribute data: street names, right-of-way width, pavement type and width, maintenance responsibility, other pavement management data, and average daily traffic counts (where those have been determined); and,
- 6) Ownership parcels which can be linked to various parcel attribute data elements.

Notes:

- a) All files will be provided in Wisconsin County Coordinate System - Dane Zone (formerly Dane County Coordinate System).



- b) Items 2 thru 6 will be provided in both Microstation CAD format, as graphics only files, and in ESRI ArcView shapefile format.
- c) Items 1 thru 3 are expected to be available in the fall of 2005.
- d) The coverage areas of Items 1 thru 6 is the City of Madison.

Work Task 3 Deliverables:

- A draft chapter for the DEIS which summarizes previous Transport 2020 work, issues, assumptions, and decisions as they affect the current Transport 2020 study
- A draft chapter for the DEIS summarizing the existing and future conditions in the general corridor
- Meetings/events, exhibits and presentations describing design alternatives considered in previous studies and the existing conditions in the corridor

Work Task 4: Scoping Meeting and Purpose and Need Statement

In accordance with FTA guidelines, the initial step in the DEIS planning process will be the scoping process. In addition to the preparation of a detailed work plan and identification of issues as described above, the Consultant will be responsible for preparing notices, organizing public and agency scoping meetings and preparing a purpose and need statement. The lead agencies for the DEIS will be the City of Madison, Dane County and the Wisconsin Department of Transportation.

A. Public Scoping Meeting

As part of the public participation program, the Consultant will be responsible for organizing a public and federal/state agency scoping meeting or meetings. This will include the preparation of the agenda, notifications, presentation materials and all necessary documentation. The scoping meeting(s) will be conducted jointly by the Implementation Task Force and its partner agencies, the Consultant and FTA.

B. Purpose and Need Statement

The Consultant, in collaboration with the advisory committees and the public, will prepare a purpose and need statement for action in the corridor. This will serve as a draft of the first chapter of the DEIS. This statement will be partly based on the information developed during Transport 2020 and subsequent studies in the corridor, and an analysis of the current and future conditions. It will include a description of the corridor limits, the demographic and development trends and conditions, the transportation and other related problems in the corridor, the need for transportation improvements, and the justification for considering the recommended transportation corridor, and the goals and objectives that the transportation improvement should satisfy.

The DEIS chapter should also describe the planning context, the role of the DEIS, and the process to be followed in selecting and eventually implementing the alternative alignment in the corridor.

Work Task 4 Deliverables:



- Notifications, scoping meeting agenda, presentation materials, scoping document and summary report
- A draft chapter of the DEIS: Purpose and Need

Work Task 5: Preliminary Definition of Alignment Alternatives

The actual number of Build alternatives to be analyzed will be dependent upon the results of the purpose and need, scoping and screening processes, and close consultation with the Transport 2020 Transit Operations Subcommittee. Based on these processes, public and agency input, and the conceptual alignment previously identified in the Transport 2020 alternatives analysis, the Consultant shall identify a range of not less than five (5) transit system alternatives within the general LPA transportation corridor (e.g., alternative horizontal and vertical alignments within the corridor; station locations, intersection treatments, associated facilities, alternative vehicle technologies and operational characteristics, etc.) and evaluate the feasibility of these alignment alternatives from a community, engineering, operational, environmental impact, environmental justice, urban design and financial perspective.

A No-Build and Baseline (e.g., expanded regional bus) alternative shall both be included in the analysis. In addition, not less than three (3) additional Build transit system alternatives shall be analyzed. The Build system alternatives may be combinations of, or include elements of, other Build alternatives. Examples of Build transit mode options to potentially be analyzed in the preliminary alternative evaluation may include, but are not limited to:

- The previously-identified Transport 2020 LPA (commuter rail using diesel-multiple unit, or DMU, vehicles; operating exclusively in the freight railroad corridor);
- Hybrid rail vehicles operating partially in-street and partially in the freight railroad corridor; and,
- Another high-capacity, fixed-guideway transit alternative, which could include but is not limited to a guided street tram or other bus rapid transit (BRT) alternative (operating in-street and/or in the freight railroad corridor).

The evaluation of Build options utilizing the freight railroad corridor shall consider the ability of the various transit vehicles to meet all applicable Federal Railroad Administration (FRA) regulations pertaining to the shared use of corridors for freight and passenger rail service.

A. Design Standards

The Consultant shall define design criteria applicable to the physical, operational and urban design issues posed by the alignment options. These criteria must conform to accepted practices and reflect existing Madison and Dane County practices, as appropriate. Criteria must be both comprehensive and defined with sufficient detail to complete conceptual engineering, support the technical analysis process, and address any system-wide issues related to the integration of several forms of public transit in this corridor

B. Evaluation Methods

The Consultant shall identify evaluation criteria and define methods for evaluating travel impacts; producing reliable estimates of capital, operating, and maintenance costs; performing



social, economic, environmental and environmental justice impact assessments and identifying mitigation measures; evaluating how well the alignment alternatives can be integrated with the current bus system; and conducting financial capacity analyses. Critical areas for social, economic, environmental and environmental justice impact assessments will be identified in relation to public input. This work should result in a specific evaluation framework that can be carried through the entire study.

C. Operating Plan Concepts

The Consultant shall develop operating plan concepts for the alternative alignment options and the supporting bus network. Given the critical need to integrate Metro Transit bus services with the Transport 2020 preferred alternative, bus transit operations should be fully integrated with the modeling of the LPA. The operating plans derived from the concepts must have sufficient detail to support the technical impact evaluation process, realistically estimate capital and operating costs, and make realistic ridership forecasts. The plans will cover the principal alignment alternatives, associated bus systems and supporting facilities, such as park-and-ride lots and transit transfer centers.

The Consultant shall have primary responsibility for all modeling work necessary to generate transit ridership forecasts for the alternatives analyzed, using the Madison Area MPO's regional travel demand forecasting model. The Madison Area MPO is currently in the process of switching to the use of the TP+ modeling software package. Travel model improvements, including calibration to the 2000 base year, are being made as part of the regional transportation plan update process. However, the Consultant will need to calibrate the mode choice and transit network/assignment models to the base year on a route, or at a minimum, a corridor-level basis. If the budget allows, there is also interest in pursuing one or more transit-related model improvements (e.g., making the model sensitive to the number of transit routes serving a corridor, thereby creating shorter "effective" headways than on any one route).

D. Preliminary Definition and Evaluation of Alignment Alternatives

As noted above, based on the results of the preceding sub-tasks and the ongoing public input, the Consultant shall develop preliminary definitions of transit alignment alternatives in the corridor, providing generalized plan and profile descriptions for sections with sufficient detail to identify benefits, impacts and costs, and establish the feasibility and acceptability of the options. Definitions of the required feeder bus system should also be developed.

The Consultant shall screen the alignment alternatives according to the evaluation categories identified in sub-task 5.B., identifying the options that require further study, and justifying the elimination of the other alternatives from further consideration. A minimum of three (3) alternative alignments will be carried forward to Work Task 6, in addition to the no-build and Baseline options. Care should be taken to ensure that all necessary infrastructure (e.g., control systems, maintenance facilities, other associated facilities, utilities) and urban design needs and opportunities relevant to the alternatives are identified and addressed. The Consultant shall prepare a report detailing the preliminary definition and evaluation of alignment alternatives.

Work Task 5 Deliverables:

- DEIS appendix on design standards, evaluation methods, and operating plan concepts



- Report on preliminary definition and evaluation of alignment alternatives
- Exhibits and presentations on evaluation criteria and range of design alternatives being considered to be used in public participation activities
- Draft DEIS chapter summarizing conceptual definition of alternatives

Work Task 6: Detailed Definition of Alignment Alternatives

Based on the alternatives advanced from Work Task 5 and information from the public participation process, the Consultant shall refine and provide more detailed engineering on the remaining alignment alternatives, as well as preparing the detailed inputs needed for analyzing the costs, benefits and impacts of the alternatives.

A. Conceptual Engineering

For each alignment alternative advanced from Task 5, the Consultant shall use design criteria and inputs from the impact analysis screening, ridership forecasting, and public participation processes to develop design specifications and prepare plan and profile drawings of the alignments and station sites and cross-sectional drawings of typical and special line segments. It is expected that preliminary engineering will be required to the 10% - 20% level of detail, on average. At a minimum, the level of engineering shall be sufficient to fully establish the physical requirements of each alternative and the associated costs, benefits and impacts. For rail alternatives, the Consultant shall consult with the host railroad to identify physical improvement needs. Plan and profile drawings will be prepared at a scale acceptable to the Task Force and other project participants.

For plans at stations, park-and-ride lots, modal interfaces, grade separations and other special detail areas, the design work shall, at a minimum, be performed at a level of engineering detail sufficient to fully establish the physical requirements, and associated costs and impacts. The conceptual design work should be informed by public input to the greatest extent possible. Providing opportunities for transit-oriented design around the stations will be an important factor. Workshops will be organized and led by the Consultant as part of the project development and community engagement services.

B. Detailed Definition of Alternatives Report

The Consultant shall prepare a detailed definition of alignment alternatives report. The report will present each alignment alternative in terms of its proposed specifications and operating characteristics. The report will provide descriptions of the alternatives and the process by which they were developed; contain plan and profile drawings, cross-sectional drawings of line segments, conceptual drawings of stations, park-and-ride lots and associated facilities; address any changes made to the designs and plans to address community, environmental and urban design issues; address system-wide issues; and contain operating plan details and information on ridership forecasts and service levels. The report shall also contain detailed information on the bus system.

Work Task 6 Deliverables:

- Plan and profile drawings and other conceptual engineering products
- Detailed definition of alignment alternatives for inclusion in DEIS chapter



- Exhibits and presentations on the design features of the alternatives to be used in public participation activities
- Renderings, computer simulations or other meaningful visual tools displaying urban design opportunities associated with the alternatives

Work Task 7: Evaluation of Alignment Alternatives

The Consultant shall evaluate and establish the impacts and cost of each alignment alternative and prepare a comparative evaluation of the alternatives.

A. Social, Economic, and Environmental Impact Evaluation

The Consultant shall conduct an analysis of the relevant social, economic, environmental, environmental justice, land use and urban design impacts (positive and negative) associated with each alignment alternative. All potential adverse impacts resulting from construction or implementation of an alternative should be defined and quantified. The Consultant should also identify possible mitigation measures for adverse impacts. A NEPA-level analysis is required for all impacts. The impact assessments should conform to NEPA regulations and FTA guidelines.

B. Capital, Operating, and Life-Cycle Cost Estimates

The Consultant shall prepare capital, operating and maintenance, and life-cycle cost estimates for each alternative, including costs associated with associated facilities and the bus network. Capital cost estimates should include all capital elements required to construct and operate the alternatives; operating cost estimates should reflect the final operating plans used in patronage forecasting. Grade crossing improvements and potential bridge needs must be considered, in addition to likely monthly fees that would be charged by the host railroad for use of the railroad corridor. Costs should be expressed in both current and future dollars, with capital costs identified by construction stage to identify annual cash needs during the construction period, and operating costs prepared for opening and design years. All inputs, including the operating cost model validation, should be fully documented.

C. Transportation Impact Assessment

The Consultant shall develop operating plans for model runs, perform appropriate service level analyses, prepare ridership forecasts and generally define and analyze the transportation impacts of each alignment alternative. Both transit and roadway network impacts should be evaluated in terms of general levels of service and changes in transportation efficiency and effectiveness. Among the impacts that should be evaluated are changes in travel patterns and transit service/ridership levels; changes in roadway levels of service, and safety; changes in traveler mobility and accessibility; parking and traffic issues in the vicinity of station sites; traffic and pedestrian safety impacts throughout the corridor; and user benefits.

In cases where rail operations will affect existing roadway operations, site-specific traffic analyses will be required. In cases where the Build alternatives utilize the freight railroad corridor, an evaluation of how the commuter rail and freight rail operations interact will be required.



D. Financial Capacity Analysis

The Consultant shall, working closely with the Transport 2020 Finance and Governance Subcommittee, establish the financial requirements for constructing and operating each alignment alternative, evaluate and refine existing financial projections, evaluate the feasibility of various alternative financing mechanisms (including the administrative, legal and political feasibility of the alternatives), and refine the existing financial plan. The analysis will incorporate estimates of capital, operating, and maintenance costs, anticipated farebox revenues, and estimates of non-farebox revenues. This includes addressing the FTA New Starts requirement that sponsors demonstrate local financial support including the proposed share of the costs to be covered from other sources, the strength of the capital financing plan and the ability to fund operating and maintenance costs for the transit system.

E. Land Use/Economic Impacts of Alignment Alternatives

An important component of the NEPA impact analysis will be an analysis of the land use/development impacts of the alignment alternatives being evaluated in the PE/NEPA study. The issue of land use changes associated with transit improvements is of particular concern at potential station locations along the rail transit corridor.

The Consultant will estimate the land use changes that would likely occur as a result of implementing any one of the Build transit alternatives. The Consultant will then conduct an analysis of the economic value created by the development that occurs as a result (or is influenced by) the potential construction of the various Build alternatives. Comparisons can then be made to the economic value of the development that would likely occur if none of the transportation improvement alternatives are pursued (i.e., the No-Build Alternative).

Throughout the country, communities have witnessed the occurrence of development following the implementation of various types of transit system improvements. One example is the construction of office and retail commercial developments around transit stations in large urban areas. Another example is the construction of residential development in areas that are served with new rail transit systems. It has been suggested that this development would not have occurred, or would have occurred at other locations, had the transit improvements not been constructed.

For this work task, the Consultant is challenged to establish and describe a methodology that allows for a meaningful assessment of the relationship between the transit alignment alternatives and the development that subsequently occurs (either directly or partly as a result of those improvements). Whether directly or indirectly affected by the Build transit alternatives, these developments have a certain public value, and the concept of “value captured” or “economic value created” is an important issue that will need careful consideration in the PE/NEPA study.

The value of that “created” development may be considered as a means to recover some of the costs of the transit system improvement that is ultimately built. This information will also likely be an important component of the FTA New Starts Application. The Consultant’s unique capabilities and previous experience in conducting this type of analysis should also be explicitly noted in the proposal.



F. Evaluation Report

The Consultant shall prepare a report that summarizes the evaluation of the alignment alternatives, focusing most on issues critical to the decision at-hand. The report should be suitable for public distribution and be supported by technical memoranda that provide detailed information on the impact evaluations, public input, cost estimates, and financial capacity analysis.

Work Task 7 Deliverables:

- A draft chapter of the DEIS summarizing the social, economic, and environmental (including environmental justice and urban design) impact evaluations; capital, operating, and life-cycle cost estimates; transportation impact assessments; land use/economic impacts of Build alternatives; and financial capacity analysis
- A draft chapter of the DEIS summarizing the detailed definition of alignment alternatives
- Exhibits and presentations on the costs, benefits and impacts of alignment alternatives for public participation activities

Work Task 8: Draft Environmental Impact Statement

The DEIS is intended to summarize all the information relevant to the confirmation of the Locally-Preferred Alternative. It must clearly summarize the results of the Transport 2020 alternatives analysis, subsequent planning studies and this NEPA evaluation and conceptual design study. In addition to the other activities carried out as part of the public participation process, the DEIS serves as a vehicle for obtaining formal public input into the decision-making process.

A. Preliminary DEIS Preparation

The Consultant will prepare formal documentation of the studies' technical and community processes and results, organized into the required DEIS format as described in FTA guidance. All support materials will be incorporated into the DEIS for ease of reading and comprehension. The Consultant will forward drafts of the DEIS to the Implementation Task Force for transmittal to FTA for review and comment. The Consultant will be responsible for revising the document until both FTA and the Transport 2020 Implementation Task Force approved it in its final form.

PHASE 2 (to be negotiated separately)

Work Task 8: Draft Environmental Impact Statement (continued)

B. Final DEIS Preparation

The Consultant shall prepare a Final DEIS in compliance with FHWA/FTA, NEPA and CEQ processing requirements. The Final DEIS will be submitted by the Implementation Task Force to FTA for review and comment. Particular consideration shall be given to coordination of the



DEIS with federal agencies. Draft documents shall be provided to help identify and reduce concerns and ensure a smooth and timely transition into the PE/FEIS process.

C. Public Hearing

During circulation of the DEIS, the Consultant will assist the Task Force in arranging and conducting a public hearing. The Consultant will develop distribution lists, notices, exhibits and other materials for the hearing. Following the completion of the hearing and public comment period, the Consultant shall prepare a compilation of all comments received concerning the DEIS, identifying those that may be critical to the selection of a preferred alternative.

Work Task 8 Deliverables:

- Draft DEIS
- Final DEIS
- Distribution lists, notifications, exhibits and presentation materials for public hearing
- Compilation of comments received

Work Task 9: Selection of Preferred Alternative and Preparation of New Starts Report

The Consultant shall provide support to the Task Force in the selection process to determine a preferred conceptual design alternative for the Transport 2020 system and then shall prepare a report to submit to the FTA seeking approval to enter the federal New Starts program.

A. Selection of Preferred Conceptual Design

Forty-five days after the circulation of the Final DEIS begins, the conceptual design selection process will begin. Based on the information in the DEIS, the decision on a preferred conceptual design alternative will be made by the Transport 2020 Implementation Task Force.

B. Preparation of New Starts Application

The Consultant shall prepare a New Starts Application to be submitted to FTA seeking approval to enter the federal program for preliminary engineering. The report will be a single product, designed to specifically address the requirements of the FTA New Starts Program. As such, it will outline the planning, community involvement implementation and results, and decision-making processes; provide a detailed definition of the LPA and describe its mobility benefits, environmental benefits, operating efficiencies, cost effectiveness, transit-supportive land use and other factors as required by the FTA New Starts program justification; contain a financial plan for both construction and operations; and include a proposed implementation schedule. The report should contain all information relevant to the decision and necessary to apply to FTA for the New Starts rating and evaluation process, and in order to advance the project into preliminary engineering.

Work Task 9 Deliverables:

- Briefing reports, exhibits and visual aids detailing the preferred alignment
- New Starts Application of Transport 2020 LPA

Work Task 10: Refinement of LPA and PE/FEIS



The Consultant work described in Work Task 10 may not begin until FTA has given the Transport 2020 project sponsors approval to enter preliminary engineering, and the project sponsors provide the Consultant a notice to proceed with Work Task 10. However, some preparation of the PE/FEIS phase may begin prior to the completion of the DEIS.

During the final stages of the DEIS, the Consultant shall submit a proposed scope of work for the PE/FEIS. The work scope shall address the following areas:

- references and applicable standards
- right-of-way delineation
- survey and aerial photography
- structures design and analysis
- civil engineering
- geotechnical design
- drainage
- grading and cross sections
- utilities
- traffic analysis and engineering
- trackwork engineering
- system and interface engineering
- station and park-and-ride design
- design of landscaping and amenities
- system safety design and analysis
- cost estimating
- value engineering/peer review
- variances
- miscellaneous requirements

The Consultant shall prepare a PE phasing plan in order to schedule work in a logical and efficient order, and will be reviewed and approved by the Implementation Task Force. The Transport 2020 Project Administrator and the Task Force will continue to be integrated in the process. The Consultant will recommend a process for approval of PE/FEIS documents, with the submittal of the PE scope of work.

The Consultant shall prepare and submit a final draft of the FEIS, as well as the final FTA New Start Evaluation and proposed Record of Decision (ROD) to FHWA and FTA for their approval. For the major transit improvements, the Project Sponsors will submit a Full Funding Grant Agreement (FFGA) to accompany a request to FTA to begin Final Design. Upon approval of the prepared documents, a formal request to begin Final Design will be forwarded to FTA for approval.

Subsequent to the preparation of the New Starts Application, the Consultant will begin the preliminary engineering for the Transport 2020 project by refining the 10% - 20% conceptual design to a 30% - 40%, or greater, level of design and engineering. The design will respond to concerns raised in the DEIS process and include mitigation plans for adverse impacts. Some key areas to be addressed in this task are as follows: refine geometrics and structures; identify major



utility relocations; prepare more detailed right-of-way base maps and analyze the land use impacts; identify any geological/seismic/soil constraints; identify any potential drainage issues; develop more detailed layout plans for each proposed station and for maintenance, storage and other related facilities; and refine the operating plan and capital, operating and maintenance cost estimates.

Work Task 10 Deliverables:

- Refined plans, profiles and cross-sections
- Right-of-way requirements and mapping
- Geotechnical assessment
- Utility assessment and mapping
- Refined operating plan and capital and operating cost estimates
- Draft FEIS
- Final FEIS

PE/NEPA STUDY DELIVERABLES: SUMMARY

The Consultant's work and study activities are to be documented in technical reports, plans and other work products, as listed within each Work Task description.

The Consultant will outline each technical report prior to initiating work on the Work Task. Technical reports will document methodology, assumptions, findings, and other factors critical to the Implementation Task Force understanding of the conduct of the study. Detailed documentation must be incorporated into Report Appendices.

Progress reports will report by Work Task on accomplishments during the previous month, work planned for the current month, and PE/NEPA study budget and schedule status (see Section V, page E-1, for the standard progress report format).

The following are the report requirements:

- Technical Reports: 40 reproducible copies
- Other Plans, Reports and Documents: 40 reproducible copies
- Monthly Progress Reports: 40 reproducible copies
- Draft DEIS: 40 copies plus unbound copy
- Final DEIS: 100 copies plus unbound copy
- New Starts Application of Transport 2020 LPA: 40 copies plus unbound copy
- Draft FEIS: 40 copies plus unbound copy
- Final FEIS: 100 copies plus unbound copy

All documents and files are to be provided to the City of Madison at the end of the project. The City of Madison will ensure that Dane County and the Wisconsin Department of Transportation are provided duplicate copies of all documents and files produced by the Consultant. All documents and technical reports must be provided in Word format. Spreadsheets must be provided in Excel format.



III. EVALUATION OF PROPOSALS & CONSULTANT SELECTION

A. General

This is a negotiated procurement utilizing the request for proposal method and, as such, award does not have to be made to the proposer submitting the lowest priced proposal. Rather, award will be made to the responsible and responsive proposer whose proposal is most advantageous to the Procuring Agency with price and other factors considered. For the purposes of this project, responsiveness is defined as the proposer's conformance to the requirements of the solicitation. Being not responsive includes the failure to furnish information requested.



Responsibility is defined as the proposer's potential ability to perform successfully under the terms of the proposed contract. Briefly, a responsible proposer has adequate financial resources or the ability to obtain said resources; can comply with required delivery taking into account other business commitments; has a satisfactory performance record; has a satisfactory record of integrity and business ethics; and has the necessary organization, experience and technical skills.

The Procuring Agency reserves the right to:

- Reject any or all proposals
- Cancel the entire RFP
- Change any submission dates
- Issue subsequent RFPs
- Remedy technical errors in the RFP process
- Require confirmation of information provided
- Require additional evidence of qualifications
- Establish the composition of the Evaluation Committee as it deems appropriate
- Establish a short list of proposers for interviews or clarifications
- Select a consultant without a short list
- Negotiate with any, all or none of the RFP respondents
- Enter into a contract for all, part or none of the requested services

B. Evaluation of Proposals

Written Consultant proposals for the PE/NEPA study will be reviewed and evaluated by the Transport 2020 Implementation Task Force Consultant Review and Selection Subcommittee.

The Subcommittee will rank each proposal on the basis of the evaluation criteria described below. Based on the ranking of proposals (and, potentially, oral interviews of a select number of consultant teams), a recommendation will be provided by the Subcommittee to the Implementation Task Force. Final selection of the project Consultant will be made by the Task Force. If necessary, the Consultant selection may be confirmed by the policy bodies represented on the Task Force.

The following criteria will be used to evaluate the proposals. The criteria are listed below, with their proportional weights of importance noted.

- (1) Technical Approach, including Proposed Work Plan – 35%
- (2) Experience of Project Team Firms – 15%
- (3) Qualifications of Project Team Members (including Project Manager) – 15%
- (4) DBE Participation – 15%
- (5) Experience with/Knowledge of Local Issues and Conditions – 10%



(6) Public Participation Plan/Approach – 10%

C. Presentations

It is anticipated that a group of Consultant teams will be asked to give an oral presentation and respond to questions of the Implementation Task Force Consultant Review and Selection Subcommittee, based on the results of the initial ranking of proposals. Key members of the Consultant team who will be working on the project should participate in the oral presentation. Details about the time, place and requirements for the presentations will be provided to those Consultants selected to give the presentation.

D. Consultant Selection

Following the Consultant oral presentations to the Consultant Review and Selection Subcommittee, and following the Subcommittee's recommendation to the Implementation Task Force, the Task Force will select a Consultant to begin negotiations of a final scope and agreement on all provisions of the proposed contract. Price proposals will be presented by the selected Consultant five (5) days prior to beginning negotiations.

E. Negotiations

Negotiations will be conducted with the selected Consultant using the cost proposal and scope of work as the basis for negotiations. The Implementation Task Force reserves the right to terminate the negotiations with the selected Consultant and begin negotiations with the runner-up Consultant.

F. Contract

(1) Contract

A cost plus fixed fee contract in an amount "not to exceed", will be entered into between the City of Madison, Dane County, and the Wisconsin Department of Transportation. The City of Madison shall act as fiscal agent for the Implementation Task Force, and the prime Consultant.

The Consultant is expected to ensure that the DEIS/FEIS/PE study is completed within 27 months of the project's commencement. The Implementation Task Force reserves the right to extend the contract beyond that time period, if deemed necessary or appropriate.

(2) Compliance with Regulations



Any contract that arises from this RFP will be subject to financial assistance from the U.S. Department of Transportation, Federal Transit Administration, Wisconsin Department of Transportation, City of Madison, and Dane County. All pertinent local, state and federal regulations, apply, whether or not identified.



IV. INSTRUCTIONS FOR BIDDERS

A. Requests for Clarifications and Additional Correspondence

In all cases, the services furnished under this contract shall fully comply with the scope of work attached thereto. Questions regarding unclear or restrictive specifications, the procurement process, requests for clarification, or alleged improprieties shall be submitted in writing and received by the Project Administrator no later than 2:00 P.M., C.S.T., Friday, April 8, 2005. See page 37, below, for the format to be used. Address all correspondence to:

David Trowbridge, Project Administrator for Transport 2020
City of Madison, Planning Unit
P.O. Box 2985
Madison, WI 53701-2985
(tel) 608-267-1148
(fax) 608-267-8739
(e-mail) dtrowbridge@cityofmadison.com

Send copies of all correspondence to:

Karen Meudt
Transit Grants and Program Manager
1101 East Washington Avenue
Madison, WI 53703-3052
(tel) 608-266-6538
(fax) 608-267-8778
(e-mail) kmeudt@cityofmadison.com

Requests must be submitted in writing. FAX's and e-mail are also acceptable. Responses to all written questions will be sent to all Consultant teams that have requested the RFP, via U.S. mail. The City's responses will be mailed by Friday, April 15, 2005.

Written responses will also be posted at the following web site: <http://www.transport2020.net/>. It is the responsibility of all potential proposers to retrieve responses to questions and all other addenda pertaining to the RFP posted at this web site.



B. Form of the Technical Proposal

All offerors must follow the proposal format outlined below. Proposals submitted in another form may be considered non-responsive and may be rejected.

(1) Front Cover

The front cover will contain the following information:

CONSULTANT SERVICES

for

DEIS/FEIS/PRELIMINARY ENGINEERING DOCUMENT
DANE COUNTY/GREATER MADISON METROPOLITAN AREA

City of Madison RFP No. 7733

TECHNICAL PROPOSAL

Name of Firms Submitting Proposal
Date Submitted

(2) Transmittal Letter

The letter should be addressed to:

Transport 2020 Implementation Task Force
c/o David C. Johnson, Purchasing Supervisor
City of Madison, Purchasing Services
City-County Building, Room 513
210 Martin Luther King, Jr. Boulevard
Madison, WI 53703-3346

(3) Firm Identification

This section will identify the prime Consultant and all members of the Consultant team, including sub-consultants, and provide the name, address and telephone number of the person that will represent the team in the negotiations.

(4) Technical Approach, including Work Plan



This section shall convey the Consultant's understanding and approach to the project's objectives, covering the following aspects:

- Understanding of the project - a brief, concise discussion of the major issues;
- Provide a description of the proposed technical approach to the proposed project. Clearly address each work task outlined in Section II. Outline final products and deliverables; and
- Provide a schedule for the tasks of the project consistent with the work effort estimate.

The proposal should clearly identify the level of effort required to complete the scope of work for the total project and by task by firm. The work effort estimate should provide hours of effort for each task broken out by firm and by project manager, senior professional (10 years relevant experience), professional, technical, and support services. Summaries by task and project should be provided. Identify required Agency staff support.

The Implementation Task Force Consultant Review and Selection Subcommittee will evaluate the offeror's ability to meet project requirements and understanding of local relationships. The Subcommittee will examine the thoroughness and logic of the work plan approach, including the project organization and schedule. The Subcommittee will also review the tools and methodology proposed by the Consultant.

(5) Qualifications

This section will identify the project manager, team or task leaders, sub-consultants and others. The staffing information to be provided will include:

- A table of organization showing the relationships among team members;
- Individual resumes for key individuals. All resumes shall be one page long except for the project manager (up to three pages) and key task leaders (up to two pages); and
- Identify the project manager, task leaders and other key individuals, their responsibilities with respect to the project and their availability to work on the project within the first three (3) months of the project (notice to proceed) and over the next 18 months. The project manager may be removed or replaced only with the consent of the Implementation Task Force and its approval of the individual replacing the project manager.

The Consultant Review and Selection Subcommittee will evaluate, in part, the qualifications of the firm and key staff and the availability of the project manager and project team.

(6) Experience



This section must identify the experience of the member firms of the team in conducting and managing similar projects. Provide a description of relevant services or tasks performed by each firm, especially in projects of a similar size and scope. All projects described should have been performed within the last seven (7) years and no more than eight (8) projects for the prime Consultant and no more than four (4) projects for each sub-consultant may be described. The relevant project experience should include:

- Project references: name, contact person, address and telephone number;
- Project description with costs, firm's role and relevance to the project, and location of project;
- Firm's key personnel involved; and,
- A matrix showing key personnel's experience on identified projects.

The Consultant Review and Selection Subcommittee will evaluate, in part, the experience of the offeror, especially the project manager, in providing the required services, previous technical experience and work experience as a team, and ability of the team to maintain project schedules.

(7) Experience with/Knowledge of Local Issues and Conditions

The Consultant will document its strengths in regard to knowledge of local issues and conditions, identify how the work tasks identified in Section II may be affected by local conditions, and how the Consultant plans to address such issues of concern.

(8) Public Participation Plan/Approach

The Consultant will identify how it will ensure that public input is obtained at all key points within the project. The Consultant will also show how the public participation elements relate to each of the work tasks identified in Section II.

The Consultant Review and Selection Subcommittee will evaluate, in part, the approach's thoroughness and appropriateness.

C. Submission of the Technical Proposal

Return your proposal in a sealed box addressed to David C. Johnson, Purchasing Supervisor, at the address shown in the transmittal letter instructions. For the purpose of ready identification, the notation "DEIS/FEIS/Preliminary Engineering Document, RFP No. 7733, Due Thursday, May 26, 2005 at 2:00 PM, C.S.T." shall appear in the lower left corner of the sealed box. Inside this box shall be a sealed envelope which shall contain two (2) copies of the D.B.E. Report and FTA/Local Certifications. This envelope shall be labeled "Report/Certifications." The sealed box shall also contain twenty (20) copies of the proposal.

D. Form of the Cost Proposal



Detailed cost proposals are not to be provided with the technical proposal. The cost proposal will be due from the selected Consultant five (5) days following selection and prior to the beginning of negotiations. The cost proposal should be provided organized in the manner outlined below. All proposals must be prepared on 8-1/2" x 11" paper and bound so they may be easily reproduced.

(1) Front Cover

The front cover will contain the following information:

CONSULTANT SERVICES

for

DEIS/FEIS/PRELIMINARY ENGINEERING DOCUMENT:
DANE COUNTY/GREATER MADISON METROPOLITAN AREA

City of Madison RFP No. 7733

COST PROPOSAL

Name of Firms Submitting Proposal
Date Submitted

(2) Transmittal Letter

The transmittal letter and cost proposal should be addressed to:

Transport 2020 Implementation Task Force
David Trowbridge, Project Administrator for Transport 2020
City of Madison, Planning Unit
Madison Municipal Building, Room LL-100
215 Martin Luther King, Jr. Boulevard
Madison, WI 53701-2985

This letter will identify the prime Consultant and all members of the Consultant team, including sub-consultants, and provide the name, address and telephone number of the person that will represent the team in the negotiations.

(3) Work Effort and Cost Estimate



Project expenses should be provided on a cost plus fixed-fee basis and should document labor, overhead, fee, expenses, subcontracts and project total. The proposal should clearly identify the level of effort required to complete the scope of work for the total project and by task by firm. The work effort estimate should provide both hours and dollar costs for each task broken out by firm and by project manager, senior professional (10 years relevant experience), professional, technical, and support services. Direct costs should be provided by task. Summaries by task and project should be provided.

Project Budget

The completion of the entire DEIS/FEIS/Preliminary Engineering project will need to be conducted in distinct phases, contingent on the necessary financing becoming available over time. At this time, the Project Sponsors have made a firm commitment to providing \$1,000,000 toward the completion of the DEIS/FEIS/Preliminary Engineering document.

Federal funding for this project has been obtained as part of the federal FY 05 Appropriation (designated in the Federal Aid Highways account), in the amount of \$500,000. WisDOT has committed to covering 50 percent of the entire PE/NEPA costs, as part of the Highway 12 Agreement, and will provide an additional \$500,000 to match the FY05 federal funds.

These funding commitments will allow the PE/NEPA project to begin, but the Project Sponsors recognize the fact that additional funds may be necessary to complete the entire study. Efforts are ongoing to obtain additional funds. In early 2005, a request for additional federal funds has been submitted to the local congressional delegation – including continued recognition of the Transport 2020 project within the reauthorization of the federal transportation program (TEA-21) and continued financial support for the project in the FY 06 Appropriations Bill. And as noted above, any federal funds obtained in the FY 06 Appropriations Bill will be matched by WisDOT.

Project Phasing

The specific work tasks for the entire DEIS/FEIS/PE project are detailed on pages 8-24, above.

The first phase of the PE/NEPA analysis will include all necessary planning and environmental work needed to complete a Preliminary DEIS (i.e., full completion of Work Tasks 1 through 8.A.). The work shall be conducted at a 10% - 20% level of engineering detail, on average, or at a minimum the level of engineering sufficient to establish the physical requirements of each transit system alternative (and the associated costs, benefits and impacts of each).

The Transport 2020 Project Sponsors have allocated a budget of \$1,000,000 for the completion of Phase 1 of the DEIS/FEIS/Preliminary Engineering document (i.e., full completion of Work Tasks 1 through 8.A.). Phase 2 of the project may not begin until all work in Phase 1 has been completed satisfactorily. Project Sponsors are requesting that proposals include both Phase 1 and Phase 2 at this time, although it is anticipated that separate contracts may need to be entered into for Phase 1 and Phase 2. Project Sponsors reserve the right to select different Consultants for each phase, if deemed appropriate or desirable by the Project Sponsors. Finally, it is the Project Sponsors' preference that Phase 1 of the project be completed within 15 months of the commencement of work.



Phase 2 work should be completed within one year of the commencement of that phase of the project.

Phase 2 of the project (Work Tasks 8.B. through 10) will include the preparation of a New Starts Application for submittal to FTA. Phase 2 of the analysis will also consist of preliminary engineering that refines the 10% - 20% conceptual design (completed in Phase 1) to a 30% - 40%, or greater, level of design and engineering. Phase 2 of the project will also include submittal of the FEIS and proposed Record of Decision (ROD) to FHWA and FTA for their approval.

The Consultant should submit a proposal that completes all planning, environmental and engineering work necessary to complete the two phases of this project.

(4) Financial Capability

The offeror must provide evidence that it has the financial stability and capability to perform the work outlined within the scope of work. Therefore, the offeror must submit one or more of the following financial statements or reports: a) audited balance sheets for the past five (5) years (if unavailable, an unaudited balance sheet is acceptable); b) internal report that provides a five (5) year financial trend analysis; c) current credit report; d) any other financial status report that could be used to demonstrate financial stability and is approved by the City.

The offeror must provide evidence that it has the insurance coverage, or the ability to obtain said coverage, as required in Section C(21). This evidence can take the form of a certificate of insurance, listing the City as an additional insured, or a statement from the offeror's insurance agent certifying said policies will be issued after contract award notification but prior to Common Council action.

(5) Invoices

Submit for review and concurrence a sample invoice that will be used for billing during the term of the contract.



**REQUEST FOR CLARIFICATION
RFP NO. 7733
DEIS/FEIS/PRELIMINARY ENGINEERING**

ALL REQUESTS FOR CLARIFICATION MUST BE SUBMITTED IN WRITING AND MUST BE RECEIVED BY FRIDAY, APRIL 8, 2005 at 2:00 PM, C.S.T. No oral explanations given by City staff will be considered binding by the City of Madison. The following form shall be completed for each condition, exception, reservation or clarification requested.

Requestor's Name: _____ Requestor's
Phone No.: _____

Date Submitted: _____ Indicate **page number** _____ and **section number** _____ and from the RFP packet for which you are requesting the exception and/or clarification.

PROPOSER'S REQUEST OR QUESTION (Provide complete description of any requested deviation and rationale):

CITY'S RESPONSE:

Approved _____ Denied _____
Approved as Modified _____ Other _____

David M. Trowbridge, AICP Date

PLACE REQUESTS IN AN ENVELOPE LABELED WITH THE RFP'S NAME AND NUMBER AND MAIL TO: David M. Trowbridge, Planning Unit, P. O. Box 2985, Madison, WI 53701-2985.

**Voice: 608/267-1148
Fax: 608/267-8739
E-mail: dtrowbridge@cityofmadison.com**



V. STANDARD FORM OF THE PROPOSAL

SECTION A: Standard Terms and Conditions

SECTION B: Special Conditions

SECTION C: U.S. DOT/FTA Terms and Conditions

SECTION D: FTA and Local Certifications

SECTION E: Progress Report (*example*)

SECTION F: Disadvantaged Business Enterprise Program

SECTION G: Procurement Protest Procedure