



# LIBERTY STATE PARK CIRCULATOR COST-BENEFIT ANALYSIS RFP

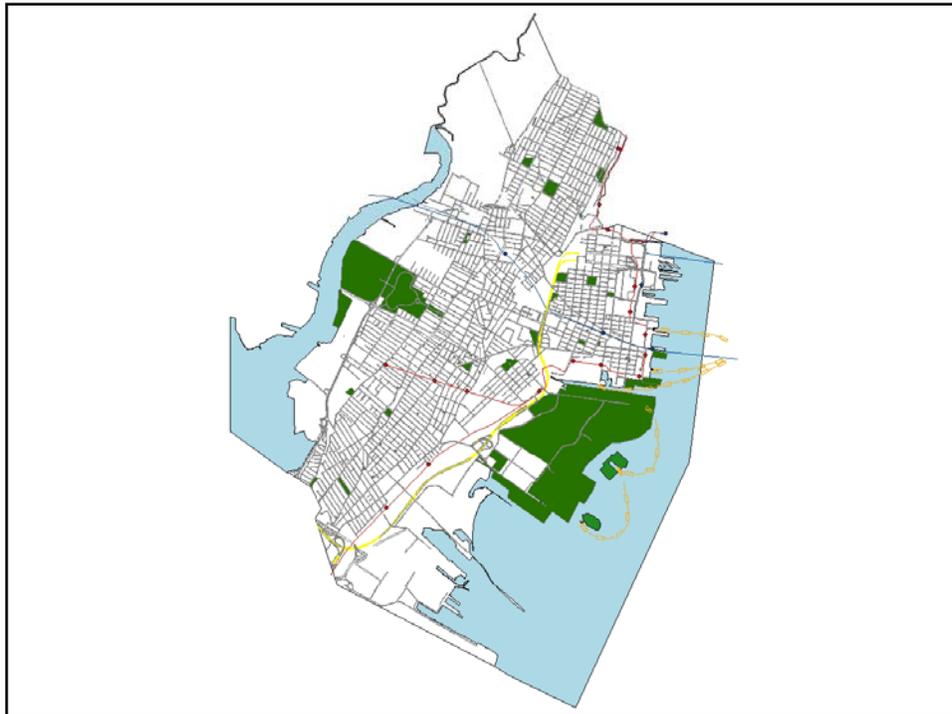
Information Session  
November 17, 2011

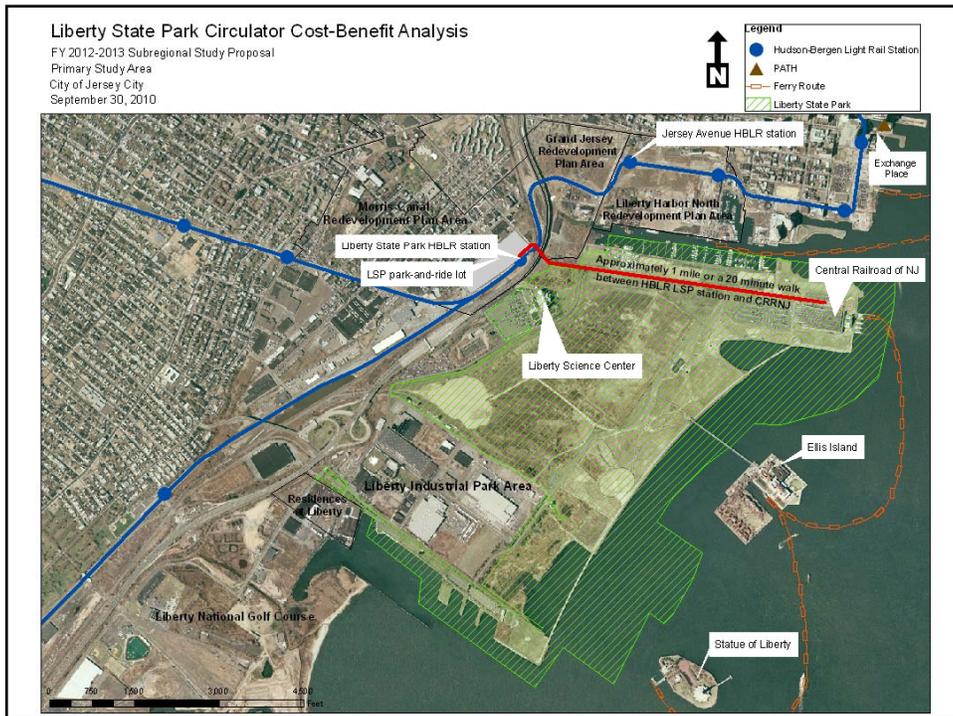
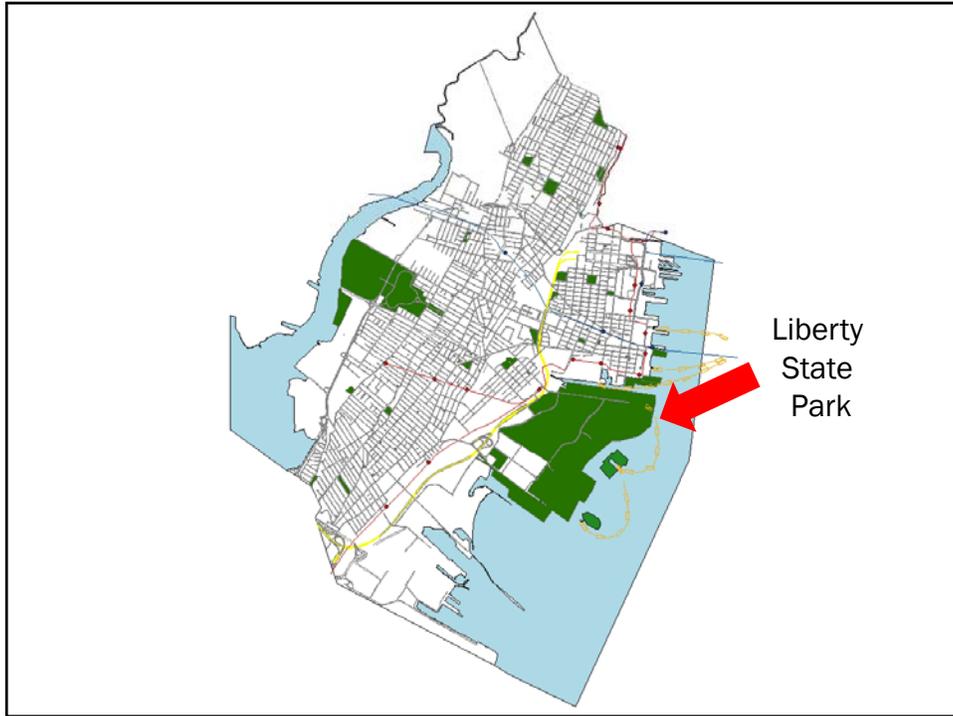
## Who's Involved?

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

## Purpose

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





## Minimum Scope of Work

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

## Minimum Scope of Work

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

## Minimum Scope of Work

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

## Minimum Scope of Work

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

## Minimum Scope of Work

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

## Minimum Scope of Work

- Task 7 – Draft Final Report and Public Meeting 2
  
- Task 8 – Final Report

## Minimum Scope of Work

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

## Consultant Selection Criteria

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

## Proposal Evaluation Criteria

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

## Technical Proposal

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

## Technical Proposal

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

## Cost Proposal

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

## Insurance

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

## How to Respond

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

## Important Dates

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

## Questions

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