

Marin Transit Novato Transit Needs Assessment: Q&A
Updated July 12, 2010

Q1: Will a copy of the pre-proposal sign in sheet be made available?	A1: Yes, the sign-in sheet is available on the Marin Transit website.
Q2: How much of the budget do you anticipate will be needed to cover the cost of the ride-check surveys in Novato?	A2: We estimate that between \$10,000 and \$15,000 of the \$100,000 budget will go towards paying for the Novato component of the ride-check survey. This will be performed under a separate contract.
Q3: Are the ride-check surveys going to capture passenger demographic related information?	A3: The ride-check surveys are only going to capture boardings/alightings at a stop level, on-time performance data, and observations of transfer activities. No personal passenger data will be collected.
Q4: Who will be performing the on-board passenger surveys?	A4: The consultant hired to conduct the Novato Needs Assessment project will be responsible for conducting the on-board passenger surveys. A separate consultant will conduct the ride-check surveys. Marin Transit expects that both surveys will be conducted during a similar timeframe.
Q5: Does this study/on-board passenger surveys include the Golden Gate Transit commute service?	A5: Only the Marin Transit routes/services should be evaluated as part of this study.
Q6: When will the data from the ride-check survey be available?	A6: Preliminary data will be available 90 days after completion of the ride-check surveys (by early January 2011). The final ride-check survey report is scheduled to be completed by March 2011.
Q7: Will the consultant be expected to provide a travel demand model or use the Marin County Travel Demand Model (Task 2B in the RFP)?	A7: The consultant shall use the Marin County Travel Demand Model to forecast future travel patterns.
Q8: How many outreach meetings is the consultant expected to organize?	A8: The consultant shall recommend the number of meetings as part of their proposal. Marin Transit only advises that the consultant consider the need for Spanish translation and/or specific meetings for the Hispanic communities in Novato.
Q9: When was the last ride-check survey conducted?	A9: April 2005.
Q10: Can the consultant conduct additional surveys beyond a standard on-board passenger survey?	A10: The consultant can propose to conduct surveys/collect data they believe are most appropriate.
Q11: On page 4 of the RFP under Task 3, what is meant by "raise awareness of Novato transit needs and opportunities?"	A11: This statement is intended to alert the consultant that the public outreach process should not only be used as a means to gather feedback from the public, but also to educate the public about the transit services that currently exist, the challenges to providing additional service, and the

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	possible improvements/ changes in service that could better meet their needs.
Q12: Has Marin Transit completed their bus stop design standards? Are there different designs for different communities?	A12: Marin Transit has draft bus stop design standards. The designs are consistent for each community.
Q13: Does Marin Transit expect a certain sample size/response rate for the on-board passenger surveys?	A13: Marin Transit expects that the on-board passenger survey be administered to maximize the response rate. No sample size/response rate is expected.
Q14: What is the target date for the completion of this project?	A14: The grant requirements stipulate that the project must be completed by June 2012. The consultant shall present a project schedule that fits within this timeline.
Q15: Is there any portion of the budget set aside for Marin Transit staff time?	A15: The budget for Marin Transit staff time has already been accounted for.
Q16: What kind of marketing has Marin Transit done for the services provided in Novato?	A16: Marin Transit has placed advertisements and inserts in the local Novato newspaper (Novato Advance) to advertise the local fixed route service and the Novato Dial-a-Ride.
Q17: Is Marin Transit looking for short-term and long-term strategies? Should the long-term strategies assume that SMART is in place?	A17: Marin Transit is looking for the consultant to develop a variety of improvement strategies and how these improvements can be implemented. The consultant should expect to include some "zero-cost" strategies that can be implemented at current funding levels. Long-term strategies shall assume that SMART is in place.
Q18: How many copies of the reports will the contractor have to provide?	A18: Marin Transit expects five bound copies of the draft and ten bound copies of the final report. Electronic versions of each report must also be provided.
Q19: What is included/excluded from the 20-page limit?	A19: The 20-page limit does not include the cover, cover letter, table of contents or pages without text/graphics (such as section tabs). All firm brochures and resumes shall be provided electronically.
Q20: Should the word "rural" on page 4 of the RFP under the first bullet of Task 2C actually say "suburban"?	A20: Yes.
Q21: Does Marin Transit have an expectation for what kind of firm takes the lead this project?	A21: Marin Transit is open to review proposals from all qualified teams.

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<p>Q22: Is there a DBE requirement for this project? If so, what is it?</p>	<p>A22: There is no DBE requirement for this project.</p>
<p>Q23: Will the Travel Demand Model Data be readily available prior to the commencement of the project?</p>	<p>A23: The Travel Demand Model data will not be available until after the project has begun. The Transportation Authority of Marin (TAM) is responsible for the Marin County Model and will work with the consultant and Marin Transit to provide data necessary for this project.</p>
<p>Q24: Is a model update expected around the time of the project start?</p>	<p>A24: No model update is expected to occur at the time this project will be starting.</p>
<p>Q25: What sort of “basic data” for each route in Novato is needed as part of Task 2.A, first bullet?</p>	<p>A25: Marin Transit would like the consultant to provide information about the routes in Novato: major destinations that are served, service frequencies, hours of operation, etc. Specific route performance data (stop-level boardings/ alightings, on-time performance, etc.) will be collected as part of the ride-check survey. This data will be made available to the consultant selected to complete the Novato Needs Assessment.</p>
<p>Q26: Please clarify the responses A2 and A4. Specifically, please clarify the budget for the Novato Needs Assessment, how it pertains to the on-board passenger survey and the ride-check survey, and who will be conducting each survey.</p>	<p>A26: Marin Transit is in the process of selecting consultants for two separate projects: a 100% Ride Check Survey and the Novato Needs Assessment.</p> <ul style="list-style-type: none"> - The 100% Ride Check project will collect route performance data for every Marin Transit route, including those in Novato. The data collected as part of this project will be provided to the consultant working on the Novato Needs Assessment. - One task of the Novato Needs Assessment is to collect passenger data (demographics, origin and destinations, etc.) using on-board passenger surveys. These surveys will only be conducted on routes that serve Novato. - Marin Transit expects that both surveys will take place within a similar timeframe. - A portion of the originally stated \$100,000 budget for the Novato Needs Assessment is being reserved for the 100% Ride Check project. Therefore, consultants submitting proposals for the Novato Needs Assessment should assume the maximum available budget for this project is \$85,000.