

Marin Transit Novato Transit Needs Assessment: Q&A
Updated July 2, 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.