



TRIANGLE J COUNCIL OF GOVERNMENTS

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REQUEST FOR PROPOSALS FOR EVALUATING TRANSPORTATION DEMAND MANAGEMENT PROGRAMS IN THE TRIANGLE

The Triangle J Council of Governments (TJCOG) is requesting technical proposals for evaluating Transportation Demand Management (TDM) programs for FY 2010. Applications are due to Triangle J Council of Governments by **5:00 PM on March 11, 2009**. All applications should be submitted electronically in Word or PDF, as well as an original signed hard copy.

Background

The NC Department of Transportation has requested that all Transportation Demand Management (TDM) grant recipients evaluate the effectiveness of their TDM initiatives by tracking the reduction in Vehicle Miles Traveled (VMT) resulting from these programs. This evaluation is consistent with Session Law 1999-328 (Senate Bill 953) and the recommendations of the 7-year TDM Plan. Currently, the Triangle TDM Programs use program performance measurements (e.g., On-line ridematching; vanpooling monthly driver reports; commuter assistance program participants; Emergency Ride Home registrations) as a proxy for VMT reduction. We also collect data through surveys of employees at large Durham employers, BWC designees, and other employers.

Triangle J Council of Governments is soliciting technical proposals to analyze the impacts of the existing Triangle TDM programs. The Contractor shall conduct an in-depth analysis of the current program evaluation activities, and develop methods to analyze other aspects of the TDM programs that are currently not quantitatively measured.

The following list outlines the current program evaluation activities undertaken by local TDM partners:

- Number of commuter fairs and community events attended
- Number of mailings and pieces per mailing
- Website hits (unique visitors)
- Press coverage
- Number of radio, TV , or print ads placed and outcomes
- Ridepro registrations
- Vanpool driver reports
- Emergency Ride Home registrations & participation
- Durham Trip Reduction Ordinance
- Town of Chapel Hill & UNC Employer Survey
- Best Workplaces for Commuters employer data

- New Hire Packets distribution and use

Triangle J will provide the information from the above evaluation activities to the Contractor for analysis.

Task Descriptions

As discussed in the 7-year plan, five areas must be measured to fully understand the impacts and success of TDM activities: 1) program impacts, 2) program participation, 3) program awareness, 4) customer satisfaction, and 5) outreach activities. The Contractor shall address (1) and (2) as described in the following tasks. The Contractor shall also assist Triangle J in developing a long-term strategy to evaluate TDM.

Evaluate TDM Program Impacts

1. Survey Analyses

- Conduct a detailed analysis of employer survey data collected in order to more completely evaluate the effectiveness of TDM outreach

There are several survey tools currently used to collect TDM data: employer surveys, trip ordinances, and other surveys conducted by municipalities. In addition to the summary report provided to all employers that conduct the commuter survey as a part of the Durham Trip Reduction Ordinance or Best Workplaces for Commuters, the Contractor will provide a more in-depth analysis of the results of the employer surveys that could be used for more targeted marketing to their employees, to help make transit and vanpool decisions, and to improve our employer outreach programs for other companies. This research would determine which employer programs are most effective at reducing VMT.

For each employer, the Contractor will produce a report that indicates the number of employees using modes other than SOV for travel to work, an estimate of the VMT avoided by those employees, an estimate of the emissions avoided by those employees, and comparisons with the prior year.

The contractor will also take care to avoid double-counting the benefits accounted for through transit pass programs, the vanpool program, and the ridematching database.

- Conduct statistical trend analyses and other appropriate analyses to evaluate TDM effectiveness from survey data

Triangle J will provide the Contractor with past years' survey data from the local TDM partners, including surveys from Triangle Transit, Durham, Chapel Hill, and UNC. The Contractor shall analyze the data and prepare a report in order to establish a baseline of commuter behavior, track progress since the inception of the surveys, and inform Triangle J and the local partners of future goals.

The Contractor shall also provide a more in-depth analysis of the results of the employer surveys that could be used for more targeted marketing to their employees, to help make

transit and vanpool decisions, and to improve our employer outreach programs for other companies.

OPTION: The Contractor should also provide proposed costs to gather “context information” in order to compare survey data. This could include, but may not be limited to, past history of gas prices or other economic events that would affect commuter behavior. If Triangle J chooses to pursue this option, the Contractor shall work with Triangle J and other partners as appropriate to develop methodology on how to correlate data in order to quantify commuter behavior using this type of information.

2. Develop and implement a specific evaluation methodology for the “Redefine the way you travel” campaign

Triangle J and the regional TDM partners will work with the Contractor to develop a robust method for evaluating the impacts of this marketing campaign college student travel behavior, and implement it.

3. Analyze New Hire Packets

This task would be both an analysis of the impacts, as well as an analysis of the participation rate from the New Hire Packet (new hires using the transit passes, etc.). The analysis would include suggestions on how to improve/change the New Hire Packet.

4. Review the methodology that has been used to evaluate the SmartCommute Challenge, propose improvements, and analyze data

The Contractor will evaluate and improve the pledge form and survey for the Triangle region’s SmartCommute Challenge, evaluate surveying methodology, and analyze the data from the pledge, follow-up survey, and the extended pledge generating a report about outcomes, participation, awareness, and customer satisfaction.

This would create a robust evaluation template that would be transferable to SmartCommute Challenge campaigns conducted in other regions of the state. TDM staff from other region’s would be asked to participate in this task.

5. Conduct a statewide survey of the on-line ridematching database to determine how many successful ridematches actually result in new carpoolers and vanpoolers

We do not currently know what percentage of individuals who find a match through the online tool actually begin carpooling or vanpooling. Nor do we know whether those that begin carpooling are representative of the entire set of registrants, or if they tend to be longer commuters, or shorter commuters, etc.

The Contractor shall develop a survey that will be administered every 2 years. This survey will give us a solid basis for estimating the benefits of RidePro. This survey would also ask Program Awareness questions (e.g., How did you learn about this service?) and Customer Satisfaction questions (e.g., Was the registration form easy to use?) aimed at providing feedback that will help us improve the service and market the service.

Evaluate TDM Program Participation

Triangle J will provide evaluation data specified in Triangle TDM partner work plans, specifically the number of participants in all activities (e.g., pledge forms, GoPass & AlterNetRides usage, web hits, event attendance, van pool & ERH use). The Contractor shall use these data to conduct historical trend analyses where data is available for past years (e.g., BWC, SmartCommute, GoPass & University ridership, Durham ordinance survey, Rideshare summaries from ShareTheRideNC). GoPass data is available from 2002 – July 2007, UNC & NCSU ride data is available from July 07 – Mar 08 but may also have older data.

The Contractor shall also work with Triangle J and TDM Partners to develop a methodology to develop region-specific assumptions in correlating VMT reductions with program participation.

Develop Long Term Strategy

The Contractor shall work with Triangle J to make recommendations on an outline for a longer term evaluation program. This may include convening a stakeholder group with local TDM partners to discuss various methods. The longer term strategy may address the other areas of evaluation; i.e., program awareness and customer satisfaction. The strategy may also encompass innovative ways to measure VMT, such as establishing real-time commuter vehicle data collection methods. Measuring VMT should also include strategy to calculate an average commute trip length in the Triangle in miles that can be used to apply to number of carpools, etc. for VMT reduced. In addition, the Triangle area also needs an average trip length on the urban transit systems (CTRANS, CATS, DATA, TT, DATA, and CH) and the percentage of trips on each system that are work related to calculate VMT reduced. The Contractor shall determine what surveying or other information is already being done or collected by transit systems and how that could be used/modified to get this information.

Schedule

The following schedule is projected for administrative actions TJCOG will take leading up to contract execution:

1. Release RFP – February 4, 2009.
2. Deadline for proposals – March 11, 2009.
3. Complete contractor selection process and notify winning bidder – March 30, 2009.
4. Complete negotiation of contract – April 10, 2009. Work will begin upon execution of contract.
5. Complete final report – September 30, 2009

Proposal Submission Requirements and Conditions

Proposal Submittal Deadline

In order to be guaranteed consideration, proposals shall be submitted to TJCOG and received no later than 5:00 p.m. EST on Wednesday, March 11, 2009. TJCOG reserves the right not to accept proposals received after the prescribed day and time.

Number of Copies and Proposal Format.

Bidders shall submit to TJCOG one paper copy and one electronic copy of their respective Technical Proposal and Cost Proposal in Microsoft Word, Microsoft Excel, and/or Adobe Portable Document Format as appropriate. Required copies shall be sent via regular mail and e-mail to Kathy Boyer (kboyer@tjcoq.org).

United States Mail	FedEx, UPS or Courier
Triangle J Council of Governments c/o Kathy Boyer PO Box 12276 RTP, NC 27709	Triangle J Council of Governments c/o Kathy Boyer 4307 Emperor Blvd, St 110 Durham, NC 27703

Proposal Content

Bidders are cautioned to carefully follow the requirements of this RFP in preparation of bids in order that submitted proposals will contain as much consistency as possible. Responses to this RFP shall contain, at a minimum, the following components:

1. Transmittal Letter.

A transmittal letter shall be submitted with a proposal and shall include the name, address, telephone number, fax number, and email address for all primary and secondary contacts for the proposal. The proposal shall be submitted by an authorized representative whose signature on the transmittal letter shall serve to certify the accuracy of the proposal and all attachments and appendices and the commitment of the bidding entity to fulfill the requirements of the project.

2. Title Page.

The proposal shall contain a title page referencing the title and date of the RFP, the date of the proposal, and respondent information.

3. Technical Proposal.

The entire Technical Proposal should be no more than twenty single spaced pages, not counting attachments and appendices. The Technical Proposal shall follow the Project task outline in this RFP and shall describe the proposed approach for accomplishing each task. The Technical Proposal shall include a brief abstract with a summary of qualifications, a list of key personnel, and a description of the proposed general approach. A proposed schedule for completing the project tasks shall be included in the Technical Proposal.

4. Cost Proposal.

The cost proposal shall provide a detailed breakdown of projected expenditures by task, including a listing of investigators by labor category, hours proposed for each investigator, travel cost estimates, and other direct and indirect charges. The cost proposal shall also summarize total costs by task.

5. Respondent Qualifications.

A summary shall be provided in the proposal outlining relevant capabilities and experience. More detailed descriptions of qualifications and references shall be appended to the proposal. This appended information shall include a summary description of previous work performed by key personnel including the name of the entity for which the work was performed as well as a client contact person familiar with the quality of the deliverable.

6. Key Personnel.

The respondent shall provide a listing of key personnel who will be assigned to contribute substantially to completion of the project. Included shall be each individual's name, job title, specific project work for which the individual will be responsible, and any specialized abilities that each person would bring to the project. Resumes may be appended to the proposal.

7. Reporting Commitment.

The proposal shall contain a commitment to submit concise but informative progress reports outlining work tasks associated with each invoice.

Deficient Proposals

Failure of a respondent to comply with all submission requirements shall be cause for TJCOG, at its sole discretion, to disqualify the proposal. TJCOG will give primary consideration to proposals from individuals, corporations, and other qualified entities

meeting the terms and conditions of this RFP and demonstrating adequate experience in evaluating TDM programs.

Proposal Submission Costs

Expenses for preparing project proposals shall be solely the responsibility of the respondent. Once submitted, proposals shall become the property of TJCOG. Negotiation of the final contract shall not be a billable task.

Inquiries

Inquiries regarding RFP requirements, project expectations, and other related information shall be directed to Kathy Boyer at kboyer@tjcoq.org or 919-558-9400.

Proposal Evaluation Criteria

TJCOG shall evaluate each Technical Proposal based upon the following criteria:

1. Technical conformance with the goals of the project including a demonstrated understanding of project objectives, a credible approach to accomplishing the objectives, completeness in addressing technical objectives, realistic but aggressive product delivery schedule, use of existing efforts and programs where available and appropriate, clarity of the proposal, and other relevant factors at the discretion of TJCOG.
2. Qualifications and experience including demonstrated experience in evaluating TDM programs.
3. Costs including total projected costs, hourly rates, hours per task, fringe and other overhead costs, travel costs, and any special costs.