

# RESPONSE TO QUESTIONS

## RFP for Needs Assessment & Ridership Feasibility Study

### City of West Hollywood, CA

Posted: May 22, 2014

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**1. What is the impetus for this effort at this time?**

The City Council is interested in determining if expansion of the existing pilot service to the eastern boundary of the City of West Hollywood is warranted at this time.

**2. Who will oversee the project for the City of West Hollywood? Will there be an advisory or project management team?**

The project management team for the study will include Economic Development, Planning, and Transportation staff at city hall.

**3. Other than interviews and surveys, does the city anticipate public involvement to be part of this effort?**

Interviews of key stakeholders, onboard surveys of riders, and social media outreach are the anticipated public involvement for this effort. If a consultant would like to propose additional outreach or public involvement efforts, please list all costs associated with that effort within the RFP response.

**4. Does the City of West Hollywood collect passenger boarding and alighting data by stop? Is on-time performance data by stop and by trip available for the service?**

The City of West Hollywood receives weekly boarding data from the operating vendor of the vehicles. This boarding data is broken down by stop and by hour. The City of West Hollywood does not have alighting data by stop however the drivers anecdotally can confirm the most popular stop locations for alighting on any given night. The route currently operates on a 15 minute headway with no specific timetable set for each stop. The City of West Hollywood has a GIS tracking device installed on each vehicle and has access to performance data and can share that data with the selected consultant.

**5. What is the overall budget/anticipated budget available for this project?**

Consultants should provide a scope of services and fee that they think adequately responds to the goals and tasks of the project stated in the RFP.

**6. Does the 20-page limit include all elements of the proposal? (cover letter, qualifications, resumes, etc.)**

Yes. Please be as concise and complete as possible with your response to the RFP.

**7. How is the service currently being funded?**

The service is currently funded through the City's general fund.

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**8. When the June 2014 pilot extension period concludes, will the funding source remain the same?**

The City of West Hollywood City Council will vote regarding the pilot extension period and all funding related to the pilot extension period at the June 23, 2014 City Council meeting. At this time, it is anticipated the funding source will remain the same.

**9. Is service expected to continue as a pilot project or does the City intend to approve the service in June?**

It is anticipated the City will continue the pilot project beyond June and make a final determination regarding service permanency based on the results of the Needs Assessment and Ridership Feasibility Study.

**10. Will full prior survey data be made available to proposers?**

Full prior survey data will be made available to the selected consultant.