



# **North Central Texas Council of Governments**

**NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS  
METROPOLITAN PLANNING ORGANIZATION**

**REQUEST FOR PROPOSALS  
INTERMODAL TRANSPORTATION HUBS FOR COLLEGES & UNIVERSITIES**

**Friday, August 13, 2021**

## **Intermodal Transportation Hubs for Colleges & Universities Request for Proposals**

### **INTRODUCTION**

The North Central Texas Council of Governments (NCTCOG) is requesting written proposals from qualified firms for an Intermodal Transportation Hubs for Colleges and Universities Study. The purpose of this project is to develop a comprehensive guide for planning and strategic implementation of mobility hubs on college and university campuses around the region. The study will focus on existing transportation needs and conditions, impacts to transit ridership and connections, the built environment, bicycle and pedestrian facilities, and other transportation modes and supporting infrastructure for circulation on and around campuses.

### **NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS**

The North Central Texas Council of Governments (NCTCOG) is a voluntary association of, by, and for local governments, and was established to assist local governments in planning for common needs, cooperating for mutual benefit, and coordinating for sound regional development. NCTCOG's purpose is to strengthen both the individual and collective power of local governments as well as to help them recognize regional opportunities, eliminate unnecessary duplication, and make joint decisions.

Since 1974, NCTCOG has served as the Metropolitan Planning Organization (MPO) for transportation in the Dallas-Fort Worth (DFW) Metropolitan Area. NCTCOG's Transportation Department is responsible for regional transportation planning for all modes of transportation. The Department provides technical support and staff assistance to the Regional Transportation Council (RTC) and its technical committees, which compose the MPO policy-making structure. In addition, the Department provides technical assistance to the local transit providers of North

Central Texas in planning, programming, coordinating, and implementing transportation decisions.

## **BACKGROUND**

The following study was initially requested by Denton County Transit Authority (DCTA) for a multimodal transportation hub that could serve the University of North Texas (UNT) campus. After further review of the request, NCTCOG decided to use UNT as a model for mobility hub planning and apply the study to college and university campuses around the region. This study will include assessing the needs, existing conditions, and impacts to transit ridership/connections, the built environment, bicycle and pedestrian mobility, and other transportation modes used for on campus transportation. Additionally, mobility hub implementation, and associated opportunities and barriers, will be considered.

## **PURPOSE AND NEED**

The purpose of this study is to ensure that multimodal mobility needs in and around college campuses are met and that all recommended mobility options are outlined and considered in a two-pronged fashion: first, through production of a regional mobility hub catalog, serving as the main document to guide regional campuses and one embedded document as a prototype campus at UNT in Denton. This second prong of the project will be fulfilled through the production of a UNT Mobility Hub report that can also be adapted as a guide or catalog for the large variety of colleges and universities in the north central Texas region. NCTCOG will ensure that the mobility hub services recommended as a result of this study meet the needs of the various college campus market segments analyzed, including individuals with disabilities, commuters, nearby medium/low-income communities and students with limited access to personal vehicles

## **PROJECT SUPPORT**

The project will be conducted under the guidance and supervision of a Project Review Committee (PRC). The responsibilities of the PRC will be to serve as the principal technical review committee for this project. NCTCOG shall serve as project manager to implement a mutually agreed upon scope of work and to monitor weekly progress. NCTCOG shall also serve as the contract manager and procurement administrator for the project.

## **WORK PROGRAM**

The work program for the Intermodal Transportation Hubs for Colleges & Universities is summarized in the Scope of Work below. Contractors may also propose tools to achieve outcomes (beyond those minimally required).

## **SCOPE OF WORK**

The Scope of Work for the Intermodal Transportation Hub for Colleges and Universities Study is outlined in the following tasks and subtasks. These tasks represent anticipated responsibilities of the consultant team and will be further refined during final scope negotiations and project kick-off and will likely evolve as the project progresses. The consultant team is invited to propose modifications to these tasks and to exercise creativity in responding to the project's needs. Modifications which improve the effectiveness of this study effort, while containing costs, are encouraged.

### **Task 1: Project Management**

Task 1 outlines the oversight and administrative tasks required to support the plan development needs, such as develop the project management plan, define communication protocol, provide project material and meeting support.

After Contract execution, NCTCOG, the selected consultant team (Consultant), and the Project Advisory Committee shall conduct a project kick-off meeting to refine project work plan, review project management approach, and discuss data needs and sources.

The Consultant shall participate in monthly meetings in person or via conference call with NCTCOG to review project progress and provide guidance on project development.

**Task 1 Key Deliverables:**

- Project management plan (including budget/schedule/deliverable by task)
- Regular communication with NCTCOG
- Monthly progress reports and invoicing to include:
  - Estimated percentage of work completed and budget expended per task
  - Schedule activity report; Work activities anticipated for the following month for each task
  - Existing and anticipated issues / problems that may affect the budget, schedule or work products
  - An update of the project schedule with milestones, deliverables, and inter-dependent project elements

**Task 2: Public and Stakeholder Involvement**

Task 2 develops and implements various coordination and engagement activities, tools, and methods to communicate with stakeholders, elected officials, and the general public. The purpose of Task 2 is to promote understanding of mobility hub options, funding and implementation strategies, potential impacts on the community, as well as solicit feedback on the development of key project elements. While UNT will be the primary focus, geographic representation across the

number of college campuses in the region will be ensured throughout the public and stakeholder engagement process to better understand needs and applicability of the study regionwide.

### **Task 2.1: Stakeholder Engagement**

NCTCOG will assemble a Project Advisory Committee formed by key stakeholders to ensure local and regional needs are met. The Consultant shall work with stakeholders to develop a vision that assists planners, college/university staff, and local governments in their assessment and implementation of context-sensitive mobility hubs with the goal of solving broader College/University campus connectivity issues. Specific goals and objectives will be developed that guide the planning process, recommendations, and implementation.

The Project Advisory Committee will be a combined technical and policy committee. The combined committee structure aims to facilitate communication between technical staff and elected officials by providing a forum for coordinated discussion of transportation needs and benefits and the necessary steps required to realize the agreed-upon vision for college campus mobility hubs. NCTCOG reserves the option to separate the combined committee structure into two committees, if needed.

NCTCOG and the Consultant shall meet with the Project Advisory Committee regularly to review and seek input on analysis and deliverables during the plan development process. To facilitate stakeholder understanding of analyses and key findings, the Consultant is encouraged to use visualization tools to communicate the information.

Additionally, the Consultant shall attend other stakeholder engagement activities with NCTCOG, as requested, with responsibilities including but not limited to meeting facilitation, preparing meeting materials (e.g. presentations), and meeting notes.

### **Task 2.1 Key Deliverables:**

- At least 5 regular committee meetings with stakeholders, with necessary meeting materials
- Meeting minutes within five working days of committee meeting
- Other stakeholder engagement activities as requested with necessary materials

### **Task 2.2: Public Engagement**

The Consultant shall develop public engagement strategies designed to maximize public input throughout the planning process and build stakeholder consensus around a vision for mobility hubs and implementation approach on and around college campuses. Strategies shall be tailored to engage diverse community members, including students and staff on campus, business leaders, elected officials, general public, and other stakeholders. An innovative approach to strategy development is encouraged.

Additionally, the Consultant shall support NCTCOG throughout the public outreach process by facilitating discussion and preparing project and meeting materials, including but not limited to: presentations, maps and other visuals, minutes, surveys, and other material. Outreach material will be designed to facilitate understanding of current transportation needs and potential transportation and mobility hub options for the future. This support shall include coordination with the NCTCOG Public Involvement and Transportation Education and Outreach staff.

Opportunities for public input shall be divided into at least two phases:

- Phase I promotes awareness of the project and transportation options, gathers preliminary input on mobility concerns and interests for the overall Mobility Hub Vision, including facility/accommodation, design, and service recommendations

- Phase II presents campus mobility hub scaling scenarios outlined in Task 4 and collects feedback to shape the preferred scenario and mobility service recommendations. NCTCOG or the Consultant may propose additional outreach activities for the project as necessary

### **Task 2.2 Key Deliverables:**

- Public Engagement Strategies
- Public outreach support (facilitating discussion, preparing materials for outreach)
- Information suitable for posting on various NCTCOG public communication platforms including project website and social media
- Report summarizing public involvement process, data collected, and analyses results

### **Task 3: Comprehensive Transportation Needs Assessment**

Task 3 provides an overview of existing transportation services and planned improvements, and performs a market analysis on current and near-future demand for multiple transportation modes and associated infrastructure and development, including transit, walking, bicycling, and other shared mobility services (e.g. e-scooters, bikes, car-share, etc.). Analyses performed under this task will serve as the basis for scenario development and service recommendations in the following tasks.

#### **Task 3.1: Existing Transportation Services, Planned Improvements, and Conditions**

The Consultant shall compile, review, and document data, plans, studies, and policies that are relevant to existing and planned transportation infrastructure and services in the study area, with broader understanding of the regional transportation networks and transit system as context. A comprehensive transportation needs assessment for UNT will be the end-product of this task. To ensure regional applicability, broader conditions and needs present at other regional institutions



will be taken into consideration as well. The Consultant will also forecast the resulting impact and mobility benefits by concurrently implementing Denton's entire planned bikeway network located within the study area thus providing dedicated facilities for non-motorized travel and the potential reduction in motor vehicle parking needs.

The Consultant shall work with NCTCOG and Project Advisory Committee to identify existing/ongoing planning studies and plans to be reviewed. NCTCOG and local partners have developed several studies and plans that include Mobility Hub concepts and an emphasis on college campus connectivity to transit service, including the Southern Dallas County Transit Study, Mobility 2045, Access North Texas, Regional Pedestrian Safety Action Plan, the School District—Public Transit Coordination in the Dallas-Fort Worth Region Report, the City of Denton Pedestrian and Bicycle Mobility Plan, and the City of Denton and UNT Bike-Share Programs and Dallas Strategic Mobility Plan. The findings and recommendations outlined in each of these studies shall inform Task 3 and subsequent tasks.

Documentation shall include (but is not limited to): transit facilities, pedestrian-friendly infrastructure, bike facilities, motorized service facilities, support services & accommodations, campus service boundaries, levels of service, performance, funding sources.

**Task 3.1 Key Deliverables:**

- Report summarizing the current state of multimodal mobility services, including planned improvements that will impact campus mobility in the near future (0 -10 years)
- Summary of key findings and recommendations from previous studies/plans that informs the Report
- Maps of existing conditions

### **Task 3.2: Transportation Needs and Market Analysis**

The Consultant shall conduct a market analysis based on diverse factors to understand demand for multiple transportation modes. The Consultant will utilize travel data made available by NCTCOG, as well as other authorized sources to determine how people are moving within, into, and out of the study areas to understand existing and near-future travel patterns.

Based on extensive data analysis on travel patterns, land use, population and employment densities, and socio-economic characteristics, the Consultant shall identify the following: existing and trending campus mobility markets by weekday, weekend, and time of day; need or conduciveness for supportive infrastructure and development (i.e transit-oriented development); service gaps or issues such as nearby underserved corridors/areas; first/last mile service deficiencies; opportunities and barriers for connections within and around campuses; mismatch of transportation modes or characteristics in the study area.

To perform this analysis, a variety of data sources will be used, including but not limited to: demographic data, land use and zoning data, economic data, and NCTCOG-supplied cellphone-based travel data.

#### **Task 3.2 Key Deliverables:**

- Technical report for campus transportation service needs and market analysis
- Maps of market conditions in and around UNT campus

### **Task 4: Scenario Development and Evaluation**

Task 4 develops and evaluates multiple scenarios for mobility hubs based on findings from previous tasks and makes service recommendations for each scenario. The scenarios developed for UNT will also function as a menu of options for communities to consider and decide on which

scenario most closely aligns with their campus's needs, desires, and available resources. The developed scenarios will take into account that there is a diverse range of populations, existing mobility offerings, and urban contexts among college campuses in the region. The Consultant shall work with NCTCOG, the Project Advisory Committee, colleges and universities, and communities to establish multiple scenarios ranging from minimum improvement to maximum visionary transformation to allow stakeholders and the general public to understand opportunities, challenges, and trade-offs across all scenarios. Additionally, the scenarios should be contextualized within the transportation projects outlined in Mobility 2045. Stakeholders and communities will have opportunities to shape proposed scenarios to build community consensus around mobility options and to facilitate understanding of key challenges related to implementing mobility hubs.

For each scenario, the Consultant shall identify certain corridors/areas of interest and specify the service or project recommendation (e.g. mode, frequency, supporting infrastructure, transit-oriented development opportunities) based on analyses performed in previous tasks, as well as input from stakeholders and the general public. Other evaluation criteria shall include: anticipated performance (e.g. ridership, access, total use of services), life-cycle cost, and equity considerations to be determined with NCTCOG and Project Advisory Committee. For ridership or usage forecasting, NCTCOG will coordinate with the Consultant to determine appropriate plan of action based on the type of transportation service/project recommended. For the bikeway network, the Consultant shall evaluate the need for "end of trip" facilities throughout the study area (e.g. parking, shower facilities, changing rooms, lockers, restrooms, etc.). Additionally, the Consultant shall evaluate emerging technologies and innovative mobility options such as ridesharing, microtransit, autonomous vehicles, e-bikes, real-time information displays/kiosks, and other mobility technologies appropriate for identified transportation needs and markets.

The Consultant is encouraged to use enhanced transportation planning tools provided by analytics software to develop service/infrastructure recommendations and examples. For example, if a bike or scooter share service is a potential recommendation, use analytics software to develop service parameters such as operational requirements, conceptual capital expenses, network impacts on accessibility and other elements of campus transportation. Leveraging the capabilities of transportation analytics software, all recommendations should utilize visualization tools to facilitate understanding and evaluation of recommendations for the general public, stakeholders, and elected officials.

#### **Task 4 Key Deliverables:**

- Technical report for scenario development, evaluation and recommendations including initial capital outlay
- Scenario infographics designed for public distribution
- Supporting graphics (high-quality), such as maps and factsheets

#### **Task 5: Funding Plan**

Task 5 develops a conceptual funding plan to seek viable, integrated revenue sources for transportation options and the related public infrastructure required around on-campus mobility hubs. It involves an audit of the full range of revenue sources, resulting in funding recommendations, specific to colleges and universities within the region. The Intermodal Transportation Hub Study for Colleges and Universities Funding Plan will evaluate the recommended scenarios developed in Task 4 for financial viability, financial sustainability, and near-term implementation.

In coordination with NCTCOG, stakeholders and regional leaders, the Consultant shall identify and evaluate available mobility hub funding sources and other potential funding opportunities at the local, state, and federal levels to balance estimated expenses for each campus growth scenario with available revenue. Funding sources to evaluate include conventional public funding sources as well as innovative sources, such as: tax increment financing, and potential local funding options. Funding sources shall be identified based on planned use: capital or operations and maintenance (O&M). If necessary, the Consultant shall identify actions or mechanisms needed for application of identified funding sources in North Texas.

The Consultant will evaluate the viability of each potential revenue source and estimate the value of revenue generated for each respective year of implementation and operation. It is anticipated that several dozen strategies will be reviewed with magnitude, timing, duration, stability, revenue viability, risk, legal foundation, and legislative foundation factors evaluated at a minimum for funding mobility hub construction, operation, and maintenance.

For each viable revenue source, the Consultant shall recommend a specific use and calculate the total value of revenue streams as each revenue source is applied. The Consultant shall recommend a phased implementation strategy for the recommended scenarios that balances expenditures as best as possible. The best-suited funding streams will be structured into a package of revenue streams focusing on local options funding concepts designed to attract private-sector capital investments for designing, building, operating, and maintaining on-campus mobility hubs.

Additionally, the Consultant will evaluate current and planned development in the study area in relation to college campus mobility demand impact; likewise, the impact of these investments on local economic development will be evaluated. Based on this evaluation, the Consultant shall

document best practices for Mobility Hub-supportive economic development, ranging from land use considerations, zoning characteristics and adaptation of local businesses within the area, including mobile retail options.

Finally, the Consultant shall coordinate to identify synergy elements that spread the cost of implementation around multiple stakeholder groups (e.g. public private partnerships).

For funding sources which could be used by colleges for various purposes, the Consultant shall prepare a project location specific pilot site within the UNT campus area. The analysis should conform with USDOT BCA standards. The Cost/Benefit analysis should compare the cost of diverting said funding source with the quantifiable benefits in mobility services it provides, both on and near campus grounds.

The Consultant shall also prepare a calculation of the opportunity costs of forgoing recommended campus mobility hub expansion scenarios to inform future planning and policy considerations. These opportunity costs should also include increased expenses related to maintaining or expanding current vehicular parking facilities and other infrastructure for personal vehicles that could otherwise be foregone or reduced with mobility hub implementation.

**Task 5 Key Deliverables:**

- Technical report that identifies and evaluates revenue sources, and recommends funding strategies for recommended scenarios
- Best practices for multimodal transportation-supportive economic development around campuses

- Cost/Benefit Matrix comparing the cost of diverting funding sources with the benefit of new mobility services and incorporating opportunity costs of forgoing recommended expansion of multimodal infrastructure on campus
- Matrix that summarizes funding sources and recommended uses, designed to facilitate understanding of funding options and priorities

### **Task 6: Implementation Strategies**

Task 6 develops implementation strategies including institutional delivery approach and governance structure for mobility hub services and projects in the recommended scenarios, as well as a conceptual timeline outlining next steps for service/project implementation. There will be several implementation strategies developed from the UNT scenarios and funding plan to ensure that the mobility hub service, infrastructure, and funding scenarios are applicable to the wide range of campus contexts and sizes in the region. These short-term strategies should also be contextualized within the long-range Mobility 2045 framework.

Strategies include but are not limited to: adding or amending citywide or regionwide policies, ordinances, rules, or regulations; amending current local funding statutes for transit, bike/pedestrian and other infrastructure funding, maintenance, and operations via a potential regional effort for a future legislative session.

A roadmap detailing roles and responsibilities of each relevant stakeholder will also be developed.

### **Task 6 Key Deliverables:**

- Technical report for implementation strategies, institutional delivery approach and governance structure, conceptual project implementation timeline

- Highly-illustrative factsheets designed for public and stakeholder distribution

### **Task 7: Final Report Preparation and Submittal**

The Consultant shall integrate the information produced in previous tasks into a full report, including an executive summary. The executive summary and full report should be highly illustrative and designed with the general public in mind, while remaining content-rich and usable for both colleges themselves and communities that contain colleges within their city limits. The full report will also function as a catalog and guide for colleges and universities around the region to utilize in planning and implementing mobility hubs. NCTCOG will review the documents and provide comments for the Consultant to incorporate. The Consultant shall submit final documents, including electronic and hard copies to NCTCOG.

### **Task 7 Key Deliverables:**

- Executive summary
- Full UNT Mobility Hub report and Regional Mobility Hub catalog
- All data components used to develop the executive summary and full report

### **SCHEDULE AND BUDGET**

The anticipated project duration is expected to be 1 year. NCTCOG's anticipated funding available for this initiative is approximately \$350,000.

### **CONSULTANT SELECTION CRITERIA**

The Consultant Selection Committee (CSC) will review all proposals and select a consultant it considers qualified to undertake the project. The following criteria will be used to evaluate the proposals:



1. Project Understanding	25 percent
2. Scope of Services	25 percent
3. Project Managers/Staff Qualifications	20 percent
4. Project Cost	15 percent
5. Firm Qualifications/Consultant References	10 percent
6. Schedule	5 percent

If the CSC determines that interviews will be required before a final decision can be made, the interviews will take place the week of October 11, 2021. Proposers should be willing and able to attend these interviews, if necessary. Interviews are expected to occur online via Microsoft Teams. Consultants who are invited to an interview will be notified by the close of business on Friday, October 1, 2021.

Costs for developing the proposal and costs attributed to interviews (and subsequent negotiations) are at the proposer’s own expense and will not be reimbursed by NCTCOG.

**PRICING PROPOSAL**

The consultant shall provide a detailed budget using the template excel file provided. The budget shall detail out separately the maximum raw salary by position, overhead, and profit. Additionally, any direct expenses shall be detailed. One tab should be completed for the Prime, which includes the total cost for each subconsultant. A separate tab should be completed showing the breakdown of cost for each subconsultant.

**CONTRACT AWARD**

Following final negotiations of the work plan and costs satisfactory to NCTCOG, the consultant will be asked to execute a contract with NCTCOG. If applicable, a Notice to Proceed will be

issued upon execution of the contract. NCTCOG reserves the right to reject any and all proposals, to contract for any or all portions of the project with the selected consultant, or to hire multiple firms.

The successful responder(s) to this Request for Proposals is expected to provide qualified personnel to accomplish each portion of the work in this study. NCTCOG will maintain the right to request the removal of any personnel found, in its opinion, during the course of work on this project, to be unqualified to perform the work.

The Sample Contract, provided in this transmittal, contains federal requirements which must be included with all proposals submitted. Appendices C through J of the Sample Contract contain compliance requirements and certification forms which must accompany the proposal. **Failure to comply with these requirements may result in finding the Proposal non-responsive.**

The Texas Legislature has adopted House Bill 1295. In short, the law states that a governmental entity or state agency may not enter into certain contracts with a business entity unless the business entity submits a disclosure of interested parties (Form 1295) to our agency at the time of a signed contract. As part of contract development, the Consultant will be asked to complete the disclosure of interested parties electronically and submit through the Texas Ethics Commission website. NCTCOG will provide a specific contract number associated with the award for inclusion in the submittal. Once submitted, the Consultant will be requested to return an e mail confirmation of submittal to NCTCOG. For more information about the process, please visit the following website for Frequently Asked Questions:

[https://www.ethics.state.tx.us/resources/FAQs/FAQ\\_Form1295.php](https://www.ethics.state.tx.us/resources/FAQs/FAQ_Form1295.php)

## **DISADVANTAGED BUSINESS ENTERPRISE PARTICIPATION**

The Disadvantaged Business Enterprise participation must meet the **31.3 percentage** goal identified for this type of procurement. Proposers should also include an Affirmative Action Plan is included in the proposal. Failure on the part of the majority contractor to meet this goal or show meaningful good faith efforts may be grounds for finding the proposal nonresponsive.

## **QUESTIONS AND ANSWERS**

All questions regarding the RFP shall be directed in writing by e-mail to [TransRFPs@nctcog.org](mailto:TransRFPs@nctcog.org) by the close of business on **Friday, August 20, 2021**. All questions and responses will be posted on the NCTCOG website at [www.nctcog.org/rfp](http://www.nctcog.org/rfp) by the close of business on **Wednesday, August 25, 2021**. NCTCOG reserves the right to respond to inquiries as it deems necessary.

## **OVERALL PROCUREMENT SCHEDULE**

This RFP shall be used to accept, review, and score proposals based on the following schedule with the intent of awarding a Fixed Price/Milestone Based Payment contract. The following represents the schedule of procurement activities leading to contract award:

Issue Request for Proposals	August 13, 2021
Last Day to Submit Questions	August 20, 2021
NCTCOG Q&A Posted to Website	August 25, 2021
Proposals Due & Proposal Public Opening	September 10, 2021
Consultant Selection Committee	week of September 27, 2021
Interviews (if needed)	week of October 11, 2021
NCTCOG Committee Approval	November 18, 2021
Execute Contract(s)	December 2021

NCTCOG reserves the right to make changes to the above-mentioned schedule. All such changes shall be made by an amendment to the RFP and shall be posted on NCTCOG's website at

[www.nctcog.org/rfp](http://www.nctcog.org/rfp). It is the responsibility of the consultant to frequently check this website for information concerning amendments to the RFP.

\*Public opening of the proposals will be done via Microsoft Teams on **September 10, 2021, at 5:05 p.m.** A link to the Microsoft Teams meeting is below. Microsoft Teams is integrated with audio so you will only need to use the conference call number (below) if you are unable to access the Microsoft Teams App. The Teams App is available for download [HERE](#).

## Public Opening of Proposals via Microsoft Teams:

**Join on your computer or mobile app**

[Click here to join the meeting](#)

**Or call in (audio only)**

[+1 903-508-4574](#)

Phone Conference ID: 883 995 735