DISTRICT ONE
OFFICE OF MODAL DEVELOPMENT
COMMUTER SERVICES

FPID No. 420449-1-12-01

SCOPE OF SERVICES
1.0 Purpose

The Southwest Florida Commuter Services CONSULTANT (hereafter referred to as Consultant) for the Florida Department of Transportation (hereinafter referred to as FDOT), shall provide planning and marketing services and technical assistance that supports creation and implementation of a state-of-the-art Transportation Demand Management Program. The program will promote access and mobility across the region, support sound land use decision-making, coordinate with local transit systems and planning organizations, and foster livable communities and economic development. FDOT will provide an Office of Modal Development (OMD) Project Manager for the administration of the terms of this contract.

The region covered by this scope consists of Charlotte, Collier, De Soto, Glades, Hardee, Hendry Highlands, Lee, Manatee, Okeechobee, Polk, and Sarasota.

Work performed in this contract will be provided to FDOT District 1. The OMD Project Manager will be provided by FDOT's District 1. FDOT reserves the right to approve individuals or sub-consultants proposed by the Consultant for work under this contract. The OMD Project Manager will manage coordination between the Consultant and other FDOT offices and groups.
2.0 Services

When services under the contract are required by FDOT, the OMD Project Manager will issue a Task Work Order to the Consultant. Task Work Orders must be issued by FDOT Project Manager specifying a maximum limiting amount or lump sum fee. The Task Work Order will cover the type and amount of services required, the work activities/tasks, schedules, deliverables to be produced, documentation requirements, the completion date for the activities/tasks, and negotiated total price for the authorized work.

The executed Task Work Order will be developed in cooperation with the Consultant and issued in writing to the Consultant's Project Manager. No work shall be performed under a Task Work Order until both the FDOT and Consultant have executed the Task Work Order and the FDOT directs the Consultant to proceed.
2.1 Planning and Coordination

a. Create and execute an implementation program for integration of transportation demand management (TDM) strategies with local government land development codes/regulations (e.g. zoning, land development codes, concurrence, and subdivision regulations).

b. Incorporate TDM into the local and regional planning process through coordination with MPOs and local governments:
   (1) Provide reviews and recommendations on NIPO Long Range Transportation Plan (LRTP), Transportation Improvement Programs (TIPS) and amendments, and other study scopes and technical reports.
   (2) Participate in local and regional technical advisory committee and subcommittee activities and reviews of projects to support urban transportation planning and air quality goals.
   (3) Provide reviews during the annual development of MPOs’ congestion management systems (CMSS) and related projects.

c. Enhance coordination with transit systems
   (1) Assisting the transit systems with planning commuter routes, services and facilities, including park and ride lots
   (2) Identifying funding opportunities for public transportation services
(3) Coordinate transportation plans with local jurisdictions

d. Assist with highway design plans for motorist information signage on major roadways.

e. Participate in the planning, development and promotion of advance traveler information systems.

f. Monitor and provide reviews and analysis of proposed federal, state, and local policy statements, directives, guidelines, manuals or procedures for opportunities to achieve program objectives.

g. Provide training and technical assistance to FDOT staff on how to include TDM into Department plans and services.

h. Provide technical assistance in the review of transportation elements in local government comprehensive plans and amendments, Evaluation and Appraisal of Reports (EARs), and concurrency management systems.

i. Assist local jurisdictions, worksites, major activity centers, and communities in planning for safe routes to school, bicycle and pedestrian facilities and amenities.
2.2 **Operations/Technical**

a. Establish and operate an effective carpool and vanpool ride matching program in the service area

b. Establish and operate districtwide toll-free telephone service.

c. Provide technical assistance to major employers in the development and implementation of TDM programs and strategies.

d. Coordinate program information, marketing and public outreach efforts with governmental agencies, public and private transportation operators and employer-based coordinators in the multi-county area.

e. Provide technical assistance to the Metropolitan Planning Organizations (NTOS), transit agencies or other entities on the development of commuter services and IDM programs.

f. Evaluate the effectiveness of the Southwest Florida Commuter Services Program and identify/define strategies for improvement
2.3 Marketing

a. Develop a three-year strategic marketing plan that will be evaluated and updated annually, for approval by the Department, to influence travel behavior by mode, frequency, duration, cost, time, or route in order to reduce traffic congestion, provide mobility, improve air quality, reduce travelers' costs, and decrease reliance on energy consumption. The plan should also seek to demonstrate the business impacts of the program- on employers such as reducing costs, enhancing productivity, and facilitating employee recruitment/reduction in turnover. The plan objectives shall be specific, measurable, achievable, realistic with respect to resources, and time-sensitive.

b. Make public presentations and speeches to promote transportation alternatives (e.g., mass transit, carpooling, vanpooling and emergency ride home)

c. Assist employers and, commuters with establishing and maintaining vanpools, carpools, and bike and pedestrian programs.

d. Provide technical assistance to employers with the development of telework and alternative work hour programs
e. Conduct outreach, provide guidance and assistance to employers seeking to be recognized as a Best Workplace for Commuters

f. Develop and create artistic services, which may include, but are not limited to the design and production of brochures, maps, handouts, displays, exhibits, posters, audio visual and video material, public service announcements, and other public relations and marketing activities as required by the FDOT.
3.0 Program Evaluation and Coordination

Meet all requirements, as outlined in the FDOT Commuter Assistance Program Procedure (No. 725-030-008) and other applicable FDOT procedures, rules and policies. Highlights of these requirements follow:

1. Prepare annual work plan consistent with the scope that includes an organizational chart, project budget, program goals, measurable objectives, strategies and activities. The plan must identify how the CONSULTANT plans to determine customer satisfaction, track current trends and levels of customer satisfaction and retention, and share these results to the Department and other stakeholders.

2. Prepare a quarterly report to include the following:
   * number of commuters requesting assistance.
   * number of commuters switching from single occupant vehicles.
   * number of vehicle trips eliminated.
   * number of employer contacts and participants in ridesharing database.
   * number of carpools and vanpools in services
   * status of planning projects, studies and coordination efforts
   * problems and proposed solutions
   * other activities, as assigned by OMD Project Manager
3. Cooperate with any outside entities chosen by FDOT to conduct an annual survey and program evaluation as outlined in FDOT Commuter Assistance Program procedure.

4. Conduct regular monthly staff meetings with FDOT staff and the Southwest Florida Commuter Services Director (or appropriate designee), to review progress and work. Other transit agencies and MPO shall be invited to these meetings. Frequency of staff meetings may be adjusted, as necessary by the ONID Project Manager.

5. Prepare quarterly reports for FDOT distribution, reviewing progress of work, in a format approved by OMD Project Manager. Quarterly reports will be submitted by 15th of subsequent month. Frequency of reports may be adjusted by OMD Project Manager.

6. Obtain prior approval of media/press releases from the OMD Project Manager and District I Public Information Officer(s), as determined by the OMD Project Manager.
4.0 Management of Contract

It shall be the Consultant's responsibility to utilize best judgments, practices, and principles possible during the performance of the work specifically made under this contract. The Consultant also shall demonstrate good project management practices. They shall include effective communication with FDOT and others, efficient management of time and resources, and proper documentation of projects and tasks. The Consultant will be required to represent the FDOT at meetings and must be well acquainted with all pertinent laws, rules, procedures, guidelines and funding sources with respect to all activities and tasks performed under this contract.

The Consultant shall set up and maintain throughout the performance of each activity and task a contract file in accordance with FDOT procedures. FDOT will provide the contract administration and management services of all work associated with the development and execution of each activity and task. FDOT will provide job specific information and functions as outlined in this contract.
5.0 Professional Development
The Consultant should attend or may be directed to attend in-state or out-of-state workshops/training on commuter services issues. All travel must be directly related to the requirements of this contract. Participation in such events shall be subject to prior approval of the OMD Project Manager, and in accordance with FDOT travel procedures.

6.0 Establishment of Southwest Florida Commuter Services Office
The Commuter Services office shall be located within District I service area in dedicated office space, which may be located within Department facilities. The CONSULTANT shall include a plan for the location and staffing of offices as part of the response to this RFP.
7.0 Staffing

The CONSULTANT must maintain a staff of personnel qualified to perform the work listed in the above sections. The position identified below is required for the operation of the Southwest Florida Commuter Services office. Additional staffing services to cover the entire District shall be identified in a staffing plan and included in the CONSULTANT's proposal. The Department encourages creative approaches to its staffing plan.

Commuter Services Program Director

This full-time, on-site individual will be responsible for overall planning and day-to-day management, of Southwest Florida Commuter Services Program. This position will ensure the attainment of program goals and compliance with contract terms. This person will be the primary contact for the OMD Project Manager.