

Proposal Prepared by:



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Proposal
for the
Transit Development Plan and Marketing Plan
for the
Lassen County Transportation Commission

April 15, 2016



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1. IDENTIFICATION OF FIRM

Green Dot Transportation Solutions

Green DOT specializes in transportation planning for rural counties and cities throughout northern and central California. Since our inception in 2011, Green DOT has been working on projects such as safe routes to school plan, bicycle master plans, regional transportation plans and multi-modal connectivity plans. Project Manager Jeff Schwein, AICP, has 14 years of experience working in the transportation planning field and has a precise understanding of the project development process from inception through construction. Our team has been involved in every stage of project development and understands the value of progressive community outreach strategies and creative project solutions.

Green DOT Transportation Solutions
Jeff Schwein, AICP CTP – Project Manager
117 Meyers Street, Suite 120
Chico, CA 95928
530-895-1109 Ph.
jeff@greendottransportation.com
www.greendottransportation.com

2. MANAGEMENT

Complete resume can be found in Attachment A.

Jeff Schwein, AICP – Project Manager/Senior Transportation Planner

Green DOT owner Jeff Schwein is a Certified Transportation Planner (CTP) by the American Institute of Certified Planners (AICP). Jeff has worked in the transportation planning field since 2001 on projects ranging from financial programming to multi-modal planning. Jeff helps communities prepare transportation plans, secure funding, prepare bicycle plans and Safe Routes to School Plans that improve mobility options and create active transportation opportunities. Jeff has an in-depth understanding of the regular and grant type funding programs for transit and transportation projects. He has worked with the Transit Development Act and transit funding FTA and FHWA programs for his entire career. In an effort to ensure smart public investments, Jeff and his project team work with communities to define projects based on identifiable need as well as project type, in relation to available funding resources. This ensures the most important projects rise to the top of the funding priority lists. Jeff's specialty is moving projects from the shelf to the ground with accessible and creative funding and delivery strategies. He is committed to progressive transportation planning and stays involved in statewide transportation circles like the Rural Counties Task Force and Regional Transportation Planning Agencies group and regularly attends meetings of the California Transportation Commission (CTC).

Green DOT owner Jeff Schwein will be the designated project manager for this project effort supported by a competent Green DOT staff. Jeff employs a combination of two project management methodologies developed by PSMJ Resources, Inc. and professional planner Terry A. Clark, AICP. This reliable method includes shared resource scheduling, consistently held project team meetings, often and consistent client interaction, and monthly progress reporting (consistent with federal and state funding requirements). The Green DOT team will collaboratively develop project approaches and solutions. We find that collaborative planning is the most creative method and delivers expected results.

3. PERSONNEL

Complete resumes can be found in Attachment A.

Stephanie Alward – Associate Transportation Planner

Stephanie's planning projects range from community outreach, transportation planning research and report writing to Geographic Information Systems (GIS) support and website and social media updating. During her time at Green DOT, Stephanie has played an integral role in helping to develop planning documents that are reader-friendly by utilizing modern design elements and a simplified structure. Stephanie's passion for transportation planning originates in a desire to see the expansion of active transportation facilities. Stephanie is committed to decreasing reliance on car travel by encouraging bike and pedestrian travel, and is excited to be a part of creating more bike/pedestrian friendly cities and neighborhoods in her planning future.

4. REFERENCES

Below is a list of representative project experience and associated references. Please feel free to contact any of the following references.

SHORT RANGE TRANSIT PLAN UPDATE, COLUSA COUNTY TRANSIT AGENCY - 2016

Green DOT is the primary consultant assisting the Colusa County Transit Agency (CCTA) in developing the 2016 Short Range Transit Plan (S RTP). The S RTP is a supporting document to the Regional Transportation Plan, and is required to be updated every five years in order for the CCAA to be eligible for federal funding. The S RTP will guide future planning and operational decisions, as well as resource management, over the next five years (2016-2021).



Key Personnel: Jeff Schwein – Project Manager,
Stephanie Alward – Associate Planner

Project Duration: January 2016 – September 2016

Project Cost: *\$30,000*
Client Contact: *Kent Boes – Transit Manager*
Colusa County Transit Agency
(530) 458-0444
715 D Street, Colusa, CA 95932

TRINITY COUNTY TRANSIT AGENCY ADMINISTRATION

Green DOT owner Jeff Schwein acted as the contracted administrator of the Trinity County Transit Agency. This included administrative duties such as annual budget development, SSTAC oversight, Transit Development Plan preparation, claims, audits, fleet management, vehicle acquisition, audit compliance, and presenting to the Transit Agency Board. During this tenure, Jeff was instrumental in implementing a pilot program for fixed route service between Weaverville and Willow Creek providing a critical connection to Humboldt County. This route quickly became a permanent fixture in the transit service profile. Additionally, Jeff worked with the Redding Area Bus Authority and Shasta Regional Transportation Agency to secure 5311 program funds to implement a connecting service between Redding and Weaverville. These two routes have proven to be the cornerstone of Trinity Transit farebox recovery compliance. Additionally, Mr. Schwein was instrumental in securing 5310 grants for major vehicle acquisitions for the transit agency as well as senior transportation providers.

Key Personnel: *Jeff Schwein – Project Manager*
Project Duration: *4 Years*
Project Cost: *\$40,000 annually*
Client Contact: *Polly Chapman – Senior Transportation Planner*
pchapman@trinitycounty.org
(530) 623-1365
3130 State Highway 3, Weaverville, CA 96093

COORDINATED PUBLIC TRANSIT-HUMAN SERVICES TRANSPORTATION PLAN-RENO SPARKS INDIAN COLONY, 2011

Green DOT owner Jeff Schwein was the Planning Manager for Lumos & Associates in 2011 and led the development of the Reno Sparks Indian Colony Public Transit-Human Services Transportation Plan effort. This project incorporated the Colony's three reservations in rural and urban environments and also included the involvement of the Nevada Urban Indians group who integrate multiple tribe services. As the project manager for this project, Jeff was involved in the development and facilitation of public workshops and interviews with transportation provider staff, developed creative coordination strategies, and prepared sections of the draft plan.

Key Personnel: *Jeff Schwein-Project Manager*
Project Duration: *January 2011-August 2011*
Project Cost: *\$54,000*

Client Contact: *Tom Purkey, Reno Sparks Indian Colony, 775-329-2936
98 Colony Road, Reno NV, 89502*

REGIONAL TRANSPORTATION PLAN UPDATE, SISKIYOU COUNTY, CA 2015/16

Green DOT is the primary consultant assisting the Siskiyou County Local Transportation Commission in developing the 2016 Siskiyou County Regional Transportation Plan (RTP). The RTP will identify transportation infrastructure and identify County needs in the next 20 year period. The RTP will also update project lists for the County and program these projects in the short term (0-10 years) and long-term (11-20 years) based on expected funding sources and amounts. Additionally, the 2016 RTP will update language to ensure consistency with new performance measures and regional plans. The RTP development process will include an extensive community outreach plan and stakeholder engagement through June 2016.



Key Personnel: *Jeff Schwein – Project Manager, Stephanie Alward – Associate Planner, Aimee Zarzynski – Associate Planner*

Project Duration: *May 2015 – June 2016*

Project Cost: *\$39,600*

Client Contact: *Melissa Cummins – Executive Director
Siskiyou County Local Transportation Commission
(530) 842-8295
411 4th St, Yreka, CA 96097*

AFFORDABLE HOUSING & SUSTAINABLE COMMUNITIES GRANT WRITING, SHASTA REGIONAL TRANSPORTATION AGENCY, 2015/16

Green DOT is the primary consultant assisting the Shasta Regional Transportation Agency (Shasta RTA) in identifying local projects that are competitive to receive state funding through the Affordable Housing & Sustainable Communities Grant program. We are working with local jurisdictions, private-sector developers and other relevant stakeholders in addition to the Shasta RTA. Green DOT's specific role on this grant-writing team is to act as the transportation expert.



Following the identification of the most competitive project or projects, Green DOT will assist in the grant writing process. The goal of this grant program is to encourage sustainable communities and the reduction of Greenhouse Gas (GHG) emissions by providing affordable housing options and employment centers proximate to quality transit systems. Potential projects include infill and redevelopment projects, affordable housing projects and multi-modal transportation infrastructure projects, among others.

Key Personnel: *Jeff Schwein – Project Manager,*
Project Duration: *Current*
Project Cost: *\$90,000*
Client Contact: *Dan Wayne, Project Manager*
Shasta Regional Transportation Agency
1255 East Street, Suite 202
Redding, CA 96001
530-262-6190

REGIONAL TRANSPORTATION PLAN UPDATE – GLENN COUNTY, CA – 2014/15

Green DOT is the primary consultant developing the 2015 Glenn County Regional Transportation Plan (RTP). The plan is used to identify transportation infrastructure and program projects for Glenn County over the next 20 year period. The last RTP for the region was developed in 2009/10 and regions are required to update their plans every 5 years to be eligible for certain funding resources. The planning process is more than merely listing highway and transit capital investments; it requires developing strategies for operating, managing, maintaining, and financing the area's transportation system in such a way as to advance the area's long term goals. The 2015 RTP development process will explore ways to improve multi-modal opportunities for regional and inter-regional travel and maintain a strong commitment to traditional highway improvement projects. We have an extensive community outreach plan for the RTP update and enjoyed consistent outreach efforts until RTP adoption in October 2015.



Key Personnel: *Jeff Schwein – Project Manager, Stephanie Alward – Associate Planner*
Project Duration: *October 2014 – October 2015*
Project Cost: *\$30,000*
Client Contact: *Mardy Thomas – Principle Planner, mthomas@countyofglenn.net
Glenn County Planning and Public Works Agency
(530) 934-6530
777 N. Colusa Street, Willows, CA 95988*

LASSEN COUNTY PARK & RIDE STUDY, LASSEN COUNTY TRANSPORTATION COMMISSION – 2014

The Lassen County Transportation Commission hired the team of Traffic Works and Green DOT Transportation Solutions to prepare a park & ride study to address the regional and local coordinated transportation needs. Lassen County has at least 4 ad-hoc park & ride facilities used by more than 200 vehicles a day. These facilities are un-improved for the most part and cause major safety and maintenance issues. This project is a concerted effort to identify appropriate locations for the park & rides based on the existing and potential future users of the facilities. We are working with the major employers in the area, land use authorities, Caltrans, and a large stakeholder group to identify existing conditions and programs, users, and future improvements and site locations. The project involves a major stakeholder outreach effort and will culminate in a final report with recommended projects and an implementation plan.



Key Personnel: *Loren Chilson – Project Manager, Robert Acevedo – Transportation Planner
Jeff Schwein – Project Planner, Ben Hopkins – GIS Specialist*
Project Duration: *November 2013 – June 2014*
Project Cost: *\$62,000*
Client Contact: *Cynthia Raschein – Senior Planner
Lassen County Transportation Commission
(530) 251-8260
707 Nevada Street, Susanville, CA 96130*

5. METHODOLOGY

At Green DOT we believe communication is an open dialogue. This open dialogue is successful when built on a solid foundation. The foundation has several significant components: knowledge, trust, solid relationships, basic courtesy and the right resources. The protocol within this Transit Development Plan work and communication plan lays out sensible processes with practical tools to prepare the Lassen County Transportation Commission (LCTC) for a successful outcome. Communication is a crucial component of developing a robust planning document, which is why our project team is committed to developing an open dialogue with the LCTC, stakeholders, and the community throughout the Transit Development Plan process.

Throughout the project duration, Green DOT is prepared to communicate with the client, the community, and stakeholders in the region. Coordination with the LCTC will begin at the project Kick Off meeting (Task 1.1). At this time, expectations and communication protocols will be established with direction from the LCTC general manager, supporting staff, and our project team. The project team will discuss relevant stakeholders that should be involved throughout the planning process. Green DOT will continue to collaborate with the LCTC throughout the project. Regular monthly updates will be sent to the LCTC and the stakeholders identified in the kick off meeting. Coordination via phone, email, and meetings will occur on a regular basis with the LCTC and stakeholders to provide findings, discuss alternatives, and review technical output. The project team will collaborate with the LCTC and stakeholders in developing the transit survey and for the preparation for community workshops. When communicating with stakeholders and other agencies or groups, Green DOT will cc: the LCTC manager on emails to ensure transparency in communication.

Green DOT will also be responsible for communicating with the community, other agencies, stakeholders and any interested parties in the region. The project specific website will act as a crucial tool for communication between Green DOT and the above mentioned groups. The project website will be updated regularly to include upcoming meetings and relevant documents. Additionally, the site will feature a feed-back/contact tab to make communication between Green DOT and the community easier. Advertisements in the local newspaper and on posters distributed throughout the County will also serve as a critical communication tool to inform the public of the Transit Development Plan (TDP) development and upcoming meetings. Interested parties may contact Green DOT for updates on TDP development.

Green DOT has extensive experience with public outreach and coordination. It is our mission to engage as much of the community in our planning efforts as we can. Public outreach and stakeholder coordination has been at the core of many of the projects we have worked on in the past. Our experience with Regional Transportation Plans, Safe Routes to School Plans, Bicycle Plans, and other transportation planning documents has given the Green DOT team the necessary experience to successfully communicate, inform, and coordinate with the LCTC, stakeholders, and the community. It has also given our team an understanding of context sensitive communication techniques for rural areas.

6. SCHEDULE OF TASKS

The following work plan will provide the necessary community outreach, project development, and Transit Development Plan (TDP) draft review for successful TDP adoption scheduled for December 2016. The document will include necessary analysis of the existing conditions, current demand, organizational structure, and financial planning. A five year strategic plan based on analysis, system goals, and identified recommendations for improvement will be developed. This work plan will guide the development of the Transit Development Plan that aligns with federal and State regulations and supports the Lassen County Regional Transportation Plan (2012).

1.0 Administrative Tasks

Project Kick-Off Meeting

The Green DOT project team will meet with the Lassen County Transportation Commission (LCTC) and Caltrans to establish project opportunities, expectations, and establish communication protocols. We will also discuss the details of the project scope to determine the accuracy of the current scope and schedule. Once these details are established, the group will discuss the most effective outreach methods for Lassen County. We will present a draft stakeholder list at this meeting to discuss and modify as necessary. The project team will provide meeting notes and a summary of the kick-off meeting as well as formalized communication protocols and a final stakeholder list.

Administrative activities

Green Dot will conduct all administrative tasks associated to the development of the Transit development Plan, including submitting invoices, drafting status reports, and maintaining weekly and as-needed contact with LCTC staff.

2.0 Data Review and Policy Review

The Green DOT team will provide a narrative review of the existing transit system and LCTC administration associated with transit to be included into the Transit Development Plan (TDP). The existing conditions report will include information regarding ridership data, including recent trends, ADA accessibility issues, vehicle fleet size and composition, and coordination with other public and private transportation systems. Additionally, we will review all existing policies established for transit operations and administration of the transit system. This review will primarily be a compliance review, but will also include analysis of functional efficiency of LCTC and its transit responsibilities. The existing conditions report will act as a guide in developing system goals, objectives, and standards. It will be drafted for easy comprehension with graphs, maps and statistics.

Review existing plans

The Green DOT project team will review existing planning documents in order to gather useful information as well as to ensure coordination between plans. We will gather and review plans such as the existing

out-of-date Transit Development Plan, Marketing Plan, the Transit Facilities Plan, Regional Transportation Plan, Coordinated Plan and General Plans.

Review existing marketing materials, rider guides, signage and web site

We will assess existing marketing materials and suggest improvements to the LCTC, as appropriate. This includes the riders guide, bus stop signage, on-board vehicle marketing opportunities, and advertising campaigns.

Review existing transportation modeling data

Assessing the community demand is a crucial component to understanding the functionality and efficiency of the transit system. The project team will conduct an extensive assessment of unfulfilled service requests as well as an analysis of projected growth areas in the region or areas currently underserved by the transit system. A Geographic Information System (GIS) analysis of community demographics and future areas of development will support the analysis of transit demand. For instance, we will look into clusters or higher density patterns of groups typically more reliant on transit (i.e. youth and the elderly). The demand analysis will be cognizant of available funding resources and present feasible options for LCTC.

3.0 Conduct Quantitative and Qualitative Research

Develop and conduct passenger studies

Green DOT proposes to create a project specific website, or to develop a project-specific page to an existing website utilized by the LCTC. The project website will allow the public to easily track development and progress of the plan, view community workshop information, and easily contact our team with questions and comments regarding TDP progress. Green DOT has found that creating project specific website works to better inform the public and stakeholders of project progress. Website creation is financially inexpensive and helps create a more robust final planning product as well. Our project team has in-house capabilities for website development making this a cost effective task. Please explore the following link to view an example of a project specific website that our team has created and maintain for the Siskiyou County Regional Transportation Plan 2016.

<http://siskiyoucountyrtp.com>

In order to solicit comments regarding the effectiveness of the existing transit system, Green DOT proposes to use recent rider surveys and develop and distribute a new transit survey to the community. This survey will quantify data regarding transit demand and ridership patterns and collect additional information on un-met transit needs. Survey results will be used to establish existing conditions and un-met transit needs. Results are used as a basis for establishing system goals and identifying areas of possible system growth or efficiency improvements. The survey will collect information regarding system performance and rider satisfaction. If a similar survey is re-distributed in the future, results can be compared to measure the success of improvements or changes to the transit system. The survey will be

distributed at the community workshop, advertised and distributed on transit fleet, and found online via the project website. Should a boarding and alighting study be required, we will accommodate that as well.

Conduct qualitative interview/focus groups and analyze results

The Green DOT team will organize stakeholder groups to meet with and distribute the questionnaire described in Task 3.1. We will also be available for one-on-one or small group discussions in order to find out specific community needs. Suggested target groups include the elderly population and people with disabilities.

Conduct stakeholder interviews and analyze results

We will also interview and distribute our transit questionnaire to members of the stakeholder groups identified during the Kick-off meeting in Task 1.1.

Conduct quantitative surveys and analyze results

At the conclusion of our outreach process, we will analyze the comments and concerns provided by stakeholders and the public for integration into the TDP.

Conduct LCTC staff workshop

At the conclusion of our research and analysis, we will meet with LCTC in order to discuss what we found, and to suggest and discuss marketing strategies and improvements.

Conduct community workshop

We suggest that the LCTC hold one community workshop in Susanville in order to introduce the community to the opportunities of the Transit Development Plan and the guidelines we must follow throughout project development. This workshop will include interactive exercises to engage the public, including distribution of the survey developed in Task 3.1. The purpose of the community workshop is to foster public involvement and gain an understanding of the functionality of the transit system through the perspective of the community it serves.

The project team would like to suggest an afternoon lunch meeting around the hours of 11:00 am to 1:00 pm in order to accommodate population groups that rely on transit, such as seniors. We will conduct outreach to senior living facilities in the county to coordinate transportation to the meeting. The LCTC could utilize the transit vehicle(s) to bus seniors or other groups into the community meeting.

4.0 Conduct Transit Policy & Service Analysis; Develop Alternatives

Review system operations and performance

The project team will conduct a system performance analysis based on operating costs, ridership, vehicle miles, fare box recovery ratio and available system capacity. Ridership demographics, travel and wait times will be taken into account.

Analyze individual route performance

Our team will provide an in-depth analysis of service performance for each route. The number of daily riders on each given route will be obtained. Ridership demographics, travel and wait times will be taken into account.

Conduct transit demand analysis

Assessing the community demand is a crucial component to understanding the functionality and efficiency of the transit system. The project team will conduct an extensive assessment of unfulfilled service requests as well as an analysis of projected growth areas in the region or areas currently underserved by the transit system. A Geographic Information System (GIS) analysis of community demographics and future areas of development will support the analysis of transit demand. For instance, we will look into clusters or higher density patterns of groups typically more reliant on transit (i.e. youth and the elderly). The demand analysis will be cognizant of available funding resources and present feasible options for LCTC.

Identify and analyze service alternatives

Based on analysis of the areas described in earlier tasks, the project team will present any service alternatives that have been identified. Service alternatives will address planning issues and un-met transit needs. An in-depth analysis of routes, including proposed route additions, changes in service hours, or fleet expansion will be considered at this time. Any recommended changes will help to foster a healthier, more livable community and will align with the LCTC mission and the RTP. With limited LCTC staffing, Green DOT understands that any service changes must be extremely strategic and made to improve efficiency, community satisfaction, and ridership.

Validate and inventory all bus stop locations

The project team will visit and survey each documented bus stop in the county transit system. We will use Trimble GPS units to locate the GPS coordinates of each transit stop and to post-process in mapping software. During our visits, we will record the condition of each stop.

Develop a five-year operating plan for routes and services

The project team will conduct a collaborative workshop with LCTC Staff to establish system goals that will guide the LCTC for the next five years (as described in Task 3.5). At this workshop, our project team will present preliminary data and analysis to provide justification for any recommended refinements to the current mission statement, goals, objectives, and performance standards set by the LCTC. Our team will work collaboratively to massage the current CLCTC mission statement to meet the future demand and current goals of the community. Our team has extensive experience working with rural agencies to establish reasonable goals and objectives that can be met and monitored with limited staff. Green DOT specializes in working with rural agencies like the LCTC as we understand the unique situation of planning with limited resources.

Analyze capital improvement alternatives

Our project team will include an inventory of fleet and an evaluation of transit center functionality to be included into the Transit Development Plan. An assessment of technology and overall system safety, efficiency, and satisfaction will be included. Additionally, any other capital improvements options will be explored. Our project team will explore the feasibility of on-street capital improvement needs, including bus stop improvements, park and ride development, transit center improvements, or technological needs. This analysis will help the project team to develop recommendations for the capital management plan to ensure that the LCTC is operating safely and efficiently in all areas.

If service expansions are identified as a recommended change our project team will look critically into any issues that would need to be addressed before growing. Should the Lassen County Transit service need to expand, our team will provide the framework for service expansion including when and how to expand.

Conduct financial analysis and alternatives

Our project team will provide a financial comparison of the LCTC to similar systems. This will include a comparison of fare structure and farebox revenue. This analysis will help to evaluate the existing LCTC fare-structure and provide the basis for any recommended changes. For this task, the project team will include a financial assessment for short-range (5 years) and long-range (10 years) funding estimates. Our project team has extensive experience with projecting funding. Green DOT specializes in navigating the complex state and Federal funding systems.

5.0 Marketing Analysis and Strategies

Identify target markets and develop marketing objectives and policies

The project team will assist LCTC staff in determining appropriate marketing objectives and policies for the county.

Conduct market analysis based on transit demand, service area and services

The project team will assist LCTC staff in determining what transit demands and needs exist in the county and region.

Develop marketing strategies

The project team will assist LCTC staff in determining effective methods for community outreach and encouraging ridership in the county.

Conduct workshop with LCTC staff on marketing strategies

At the conclusion of our research and analysis, we will meet with LCTC in order to discuss what we found, and to suggest and discuss marketing strategies and improvements.

Develop marketing tool kit

The Green Dot team will develop a marketing tool kit for inclusion in the Marketing plan and for the LCTC to utilize standard use in the future. We will base our recommendations on findings from our analysis on existing marketing strategies and public outreach.

6.0 Draft and Final TDP Plan and Marketing Plan

Develop Draft and Final Transit Development Plan

Following draft development, the draft TDP will be made available to stakeholders and the public for review and comment. Our project team will present the Transit Development Plan to the Lassen County Transit Agency Board of Directors. During this time we will present an oral summary of the draft and solicit any comment, direction, and feedback for inclusion into the TDP Final Plan.

Based on comments received from the draft TDP review, the project team will prepare a Final Plan for adoption.

Develop Draft and Final Marketing Plan

Following draft development, the draft Marketing Plan will be made available to stakeholders and the public for review and comment. Our project team will present the Transit Development Plan and Marketing Plan to the Lassen County Transit Agency Board of Directors. During this time we will present an oral summary of the draft and solicit any comment, direction, and feedback for inclusion into the TDP and Marketing Final Plan.

Based on comments received from the draft TDP review, the project team will prepare a Final Plan for adoption.

Present Draft and Final TDP and Marketing Plan at public meetings to the LCTC Board

The Lassen County TDP and Marketing Plan will be presented to the Lassen County Transportation Commission Board for adoption. Our project team will present the Board with three hard copies and one electronic copy of the final documents.

7. BUDGET

See Attachment B for detailed project budget.

Due to our niche composition as a company, Green DOT Transportation Solutions provides reasonable hourly rates and exceptional service. We propose to perform the proposed tasks and develop a compliant and effective Transit Development Plan for **\$68,500**.

8. SCHEDULE

	2016						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Task 1 - Administrative Tasks							
1.1 Kick-off Meeting							
1.2 Administrative Duties							
Task 2 - Data review and Policy review							
2.1 Review Existing Plans							
2.2 Review Existing Marketing Materials							
2.3 Review Existing Transportation Modeling Data							
Task 3 - Conduct Quantitative and Qualitative Research							
3.1 Develop and Conduct Passenger Surveys							
3.2 Conduct Qualitative Interviews and Analyze Results							
3.3 Conduct Stakeholder Interviews and Analyze Results							
3.4 Conduct Quantitative Surveys and Analyze Results							
3.5 Conduct LCTC Staff Workshop							
3.6 Conduct Community Workshop							
Task 4 - Conduct Transit Policy & Service Analysis							
4.1 Review System Operations and Performance							
4.2 Analyze Individual Route Performance							
4.3 Conduct Transit Demand Analysis							
4.4 Identify and Analyze Service Alternatives							
4.5 Validate and Inventory Bus Stops							
4.6 Develop a Five-Year Operating Plan							
4.7 Analyze Capital Improvement Alternatives							
4.8 Conduct Financial Analysis and Alternatives							
Task 5 - Marketing Analysis and Strategies							
5.1 Identify Target Markets and Develop Marketing Objectives and Policies							
5.2 Conduct Market Analysis							
5.3 Develop Marketing Strategies							
5.4 Conduct Workshop with LCTC Staff							
5.5 Develop Marketing Tool Kit							
Task 6 - Draft and Final TDP and Marketing Plan							
6.1 Develop Draft and Final Transit Development Plan							
6.2 Develop Draft and Final Marketing Plan							
6.3 Present Draft and Final TDP and Marketing Plan to LCTC Board							

ATTACHMENT A – RESUMES

Jeff Schwein, AICP CTP

jeff@greendottransportation.com

EDUCATION

M.A. in Geography and Planning
California State University, Chico 2001

B.A. in Geography and Planning
California State University, Chico 1996

EMPLOYMENT HISTORY

Green DOT Transportation Solutions
Owner/Transportation Planner

Tehama County Transportation Commission
Transportation Planner

Lumos & Associates, Inc.
Planning Manager

Haling & Associates
Environmental Planner

PROFESSIONAL INFORMATION

- Certified Transportation Planner, AICP CTP
- American Institute of Certified Planners, AICP
- American Planning Association Member
- Sac Valley APA Section PLAN Mentor-2014
- CSU Chico Department of Geography and Planning Advisory Board Member-Chair
- California Geographical Society Member
- RTP Guidelines/Smart Growth/Blueprint Workgroup Participant — 2007
- Rural Counties Task Force Vice Chairman — 2004/2005
- California Performance Review Rural County Representative — 2005
- Save Prop 42 Coalition for Transportation Funding Participant — 2004/2005
- Caltrans District 2-RTPA Task Force — 2002/2005
- Caltrans Planning Academy Certification — 2003

PROJECT EXPERIENCE

- Alpine County Regional Transportation Plan, Alpine County Local Transportation Commission, 2015
- State Route 101 South Entry to City of Eureka PSR/PDS, City of Eureka, 2015.
- Susanville Transportation Program Management and Project Delivery, City of Susanville, 2014-17.
- Glenn County Regional Transportation Plan, Glenn County Transportation Commission, 2014/15.
- Project Development and Delivery Assistance, Amador County Transportation Commission, 2014.
- Alpine County Wayfinding Project, Alpine County Community Development, Markleeville, CA-In Progress.
- Active Transportation Program Project Application Development, Humboldt County, CA, 2014.
- Lassen County Park & Ride Study Report, Lassen County Transportation Commission, CA, 2014.
- South Susanville Gateway Complete Streets Project Development, Susanville, CA, In Progress.
- Safe Routes to School Infrastructure Audit and Circulation Study-Del Norte County, 2014.
- Lassen County Regional Blueprint Project, 2014.
- Project Delivery Services, Orleans and Happy Camp Bike/Ped Improvements, Karuk Tribe, 2013.
- Calaveras County Transportation Planning Services, Calaveras COG, 2014.
- Point Arena Safe Routes to Schools Project Management/Delivery, 2013.
- Cycle 6 HSIP Application Development, Del Norte County & Crescent City, 2013.
- Colusa County Bicycle Plan, 2012.
- Middle Klamath River Community Transportation Plan, Karuk Tribe, 2011.
- Humboldt County Regional Transportation Improvement Program, 2011.
- West Fourth Street Corridor Streetscape Planning and Design, City of Hollister, CA – 2010

Stephanie Alwardstephanie@greendottransportation.com

Stephanie's planning projects range from community outreach, transportation planning research and report writing to Geographic Information Systems (GIS) support and website and social media updating. During her time at Green DOT, Stephanie has played an integral role in helping to develop planning documents that are reader-friendly by utilizing modern design elements and a simplified structure. Stephanie's passion for transportation planning originates in a desire to see the expansion of active transportation facilities. Stephanie is committed to decreasing reliance on car travel by encouraging bike and pedestrian travel, and is excited to be a part of creating more bike/pedestrian friendly cities and neighborhoods in her planning future.

EDUCATION

B.A. in Geography and Planning
California State University, Chico 2011

Certificate in Geographical Information Systems
Shasta College, 2013

EMPLOYMENT HISTORY**Green DOT Transportation Solutions**

Associate Transportation Planner

Alpine Land Information Services

GIS Analyst

Forest Service, Shasta-Trinity National Forest

GIS Intern

AFFILIATIONS AND AWARDS

- APA Member, Sacramento Valley, 2015
- Dean's List, Geography and Planning Department, 2010-2011
- Honors in General Education, California State University, Chico, 2007-2009
- Presidential Scholar, California State University, Chico, 2007
- Robert C. Byrd Scholar, 2007
- National Merit Scholar Finalist, 2007
- Valedictorian, West Valley High School, 2007

PROJECT EXPERIENCE

- Glenn County Regional Transportation Plan Update, 2015
- Alpine County Regional Transportation Plan Update, 2015
- City of Eureka Project Study Analysis, 2015
- Del Norte Climate Change Adaptation Study, 2015
- Susanville Sidewalk Inventory and Needs Analysis, In Progress
- Del Norte County Regional Transportation Plan Update, In Progress
- Siskiyou County Regional Transportation Plan Update, In Progress
- Amador County Master Bicycle Plan, In Progress
- Shasta RTA Grant Writing, in Progress
- Colusa County Short Range Transit Plan, In Progress

ATTACHMENT B – DETAILED COST PROPOSAL

Project Budget							
Transit Development Plan, Lassen County Transportation Commission							
	GREEN DOT			Total GD	Direct Costs		Task Total
	Principal	Senior Planner	Associate Planner		Meeting Supplies/Expenses	Total Direct	
	\$140.00	\$120.00	\$95.00		\$1.00		
Task 1 - Administrative Tasks							
1.1 Kick-off Meeting	2	2					
1.2 Administrative Duties	12	2					
Total	14	4	0	18	0	0	
	\$1,960.00	\$480.00	\$0.00	\$2,440.00	\$0.00	\$0.00	\$2,440.00
Task 2 - Data review and Policy review							
2.1 Review Existing Plans		5	10				
2.2 Review Existing Marketing Materials		2	5				
2.3 Review Existing Transportation Modeling Data		10	5				
Total	0	17	20	37	0	0	
	\$0.00	\$2,040.00	\$1,900.00	\$3,940.00	\$0.00	\$0.00	\$3,940.00
Task 3- Conduct Quantitative and Qualitative Research							
3.1 Develop and Conduct Passenger Surveys	0.5	3	12				
3.2 Conduct Qualitative Interviews and Analyze Results		5	5				
3.3 Conduct Stakeholder Interviews and Analyze Results		5	5				
3.4 Conduct Quantitative Surveys and Analyze Results		5	5				
3.5 Conduct LCTC Staff Workshop	4	10	5				
3.6 Conduct Community Meeting	8	15	15				
Total	4.5	43	47	94.5	0	0	
	\$630.00	\$5,160.00	\$4,465.00	\$10,255.00	\$0.00	\$0.00	\$10,255.00
Task 4 - Conduct Transit Policy & Service Analysis							
4.1 Review System Operations and Performance	6	6					
4.2 Analyze Individual Route Performance		6					
4.3 Conduct Transit Demand Analysis		6					
4.4 Identify and Analyze Service Alternatives		6					
4.5 Validate and Inventory Bus Stops		6	6				
4.6 Develop a Five-Year Operating Plan		25					
4.7 Analyze Capital Improvement Alternatives	5	10					
4.8 Conduct Financial Analysis and Alternatives	5	15					
Total	16	80	6	102	0	0	
	\$2,240.00	\$9,600.00	\$570.00	\$12,410.00	\$0.00	\$0.00	\$12,410.00
Task 5 - Marketing Analysis and Strategies							
5.1 Identify Target Markets and Develop Marketing Objectives and Policies			15				
5.2 Conduct Market Analysis			10				
5.3 Develop Marketing Strategies		6	5				
5.4 Conduct Workshop with LCTC Staff	15	15					
5.5 Develop Marketing Tool Kit		5	20				
Total	15	26	50	91	0	0	
	\$2,100.00	\$3,120.00	\$4,750.00	\$9,970.00	\$0.00	\$0.00	\$9,970.00
Task 6 - Draft and Final TDP and Marketing Plan							
6.1 Develop Draft and Final Transit Development Plan	30	85	65				
6.2 Develop Draft and Final Marketing Plan		25	20				
6.3 Present Draft and Final TDP and Marketing Plan to LCTC Board	6	15	15				
Total	36	125	100	261	0	0	
	\$5,040.00	\$15,000.00	\$9,500.00	\$29,540.00	\$0.00	\$0.00	\$29,540.00
Total Hours	86	298	233	604	0	0	
Total Costs	\$11,970.00	\$38,400.00	\$21,185.00	\$68,555.00	\$0.00	\$0.00	\$68,555.00
Breakdown of hours/cost per team member							
Hours							
Total GD Hours	604						
Labor Costs	\$68,555.00						
Other Direct Costs	\$0.00						
Total Labor and Direct Costs	\$68,555.00						