

AGENDA ITEM 2B
Action Item

MEMORANDUM

DATE: May 5, 2022
TO: El Dorado County Transit Authority
FROM: Matthew Mauk, Executive Director
SUBJECT: Strategic Planning Project

REQUESTED ACTION:
BY MOTION,

- 1. Rejection of the single proposal received in response to the Strategic Planning Request for Proposals, released March 7, 2022**
- 2. Provide direction to staff regarding the process for development of a strategic plan**

BACKGROUND

At the regular El Dorado County Transit Authority (El Dorado Transit) Board of Directors meeting on December 2, 2021, Gordon Shaw, Principal with LSC Transportation Consultants, facilitated a roundtable discussion with Directors, stakeholders, and staff to consider the potential need, direction, and scope of a planning effort to guide the agency's recovery from the pandemic. Recognizing the need for public engagement and innovation as the agency restores and expands services to meet the post-pandemic mobility needs of the community, the Board directed staff to develop a draft scope of work to serve as the basis of a potential strategic planning consultant solicitation. A draft narrative, including a proposed scope of work, deliverables, and general timeline was reviewed by the Transit Advisory Committee in January 2022, and presented for Board consideration at the regular meeting on February 3, 2022.

El Dorado Transit staff released the approved Request for Proposals (RFP) on March 7, 2022, seeking a qualified consultant to provide external assistance in the development of a comprehensive Strategic Plan (Plan). As detailed in the RFP, the proposed Plan should address internal and external factors influencing the use of public transit, including impacts from the Covid-19 pandemic, local and regional transit policies, service schedules, route designs, fare policies, passenger tools and amenities, land uses, tourism, etc. The Plan is to include a sharp vision and mission as well as defined goals, objectives and priorities that are realistic, achievable, and measurable.

DISCUSSION

El Dorado Transit staff sent the RFP for strategic planning directly to fourteen (14) consulting firms, including those recommended by Board members and stakeholders. In addition, the RFP was posted on the agency's website and advertised on multiple industry website clearinghouses, including the California Association for Coordinated Transportation (CALACT) and the California Special Districts Association (CSDA). Prospective bidders were invited to submit questions or requests for modifications to the RFP by either email or by participating in a virtual pre-bid meeting tentatively scheduled for March 18, 2022. Despite these efforts, staff did not receive any pre-bid inquiries and received only one (1) written response to the RFP by the April 4th deadline.

After an evaluation and consultation with El Dorado County Transportation Commission (EDCTC) staff, and given the lack of multiple competitive proposals, staff recommends rejection of the single proposal received and requests Board direction on the process for further development of a Plan. At the meeting, staff will discuss options for continuation of the strategic planning project, including the following:

- 1) Revising and releasing a new RFP for a consultant to prepare a comprehensive Plan
- 2) Conducting multiple solicitations for consultant support on specific/specialized aspects of the project

For reference, the following breakdown of primary responsibilities/deliverables is outlined in the original approved Scope of Work:

- Orientation/Training of Participants to the process and components of strategic planning.
- Needs Assessment/Environmental Scan – Reviewing existing plans and documents pertinent to the comprehensive strategic plan, identifying trends and patterns that are applicable, analyzing strengths, weaknesses, opportunities, and threats.
- Internal and External Stakeholder Input - Gathering of stakeholder information and input using appropriate and effective methods of communication and engagement.
- Project Coordination - Regular meetings and monthly status reports to keep the project on schedule and keep identified stakeholders apprised of the process, as needed.
- Process and Meeting Facilitation – Assisting discussion and decision-making; ensuring that conversations are forward-looking, action oriented, and move the participants towards creating a shared future.
- Plan Documentation – Including creation of a final plan document (with executive summary) for public review and presentation.