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I. INTRODUCTION

The Capital Region Planning Commission (CRPC) requests proposals from qualified offerors to develop a ferry feasibility study along the Mississippi River between East Baton Rouge and West Baton Rouge parishes. East Baton Rouge parish is the primary location of the city of Baton Rouge and contains approximately 440,000 residents. West Baton Rouge is home to Port Allen, Addis, and Brusly. The respondents must demonstrate a history of success with marine transport. The study region consists of East Baton Rouge and West Baton Rouge parish and will include additional traffic movement analyses of the surrounding parishes.

II. BACKGROUND

The Capital Region Planning Commission (CRPC) is the staff for the Metropolitan Planning Organization (MPO) for the Baton Rouge region. MPO membership consists of representatives from East Baton Rouge Parish, West Baton Rouge Parish, Livingston Parish, Ascension Parish, and Iberville Parish. In addition, the MPO includes the incorporated municipalities within those parishes. For more information on the CRPC please see http://www.crpcla.org/. As such CRPC has a long history of working with state and local officials through the MPO boundary as well as CRPC’s 11 parish planning area to promote efficient and safe transport of people throughout the region.

Commuters driving across the Mississippi River must rely on two (2) bridges located between East Baton Rouge and West Baton Rouge: the interstate 10 bridge and the O.K. Allen bridge. These bridges are traversed by thousands of drivers daily whether it be for work or recreation. Commuters travel from all over south Louisiana come from cities such as Lafayette to the west and New Orleans to the East. The drivers crossing these bridges, especially during rush-hour, increase congestion significantly. On any given day, traffic is backed up on both bridges as well as on LA-1, one (1) of the most congested segments in our region.
Much of the congestion seen on the bridges crossing the Mississippi River comes not just from commuters but also freight. At present, the bridges crossing the Mississippi River are over capacity causing massive freight delays. The Texas A&M Transportation Institute’s Urban Mobility Report notes that if scheduled truck delivery and pick-up times are missed, production lines can be stopped at high cost to all parties involved. As Baton Rouge continues to grow as a place of manufacturing, the city will require additional infrastructure to move the goods.

Between 2000 and 2015, the largely rural West Baton Rouge parish experienced a combined population growth of nearly 15%, while urban Baton Rouge parish experienced moderate growth. The increase in population growth between these parishes and surrounding parishes is slowing traffic flow and increasing congestion over the Mississippi River. To remedy congestion and increased travel times, the BR-MPO is conducting a ferry feasibility study between East Baton Rouge and West Baton Rouge parishes.

Connection to the MPO’s Goals

The Capital Region’s Long-Range Transportation Plan (LRTP) is a document published every four years outlining the entity’s planning process and goals for improving regional coordination within the state. The first goal of the LRTP is to mitigate congestion by allowing people to travel throughout the region conveniently, predictably, and with minimal delay. To reach this goal, the MPO promotes and implements Travel Demand Management (TDM) strategies as alternative options for travel. These alternatives include carpooling, vanpooling, transit, ferry service, and park-and-rides.

Additionally, the LRTP advocates for livability by creating a transportation system which promotes accessibility, quality of life, and healthy living. In support of this goal, the MPO is working with regional entities (i.e., Capital Area Transit System (CATS), Commuter Krewe, and Tiger Trails) to develop a regional, non-motorized transportation plan which emphasizes Complete Streets and connectivity.
The development of a ferry system between the east and west banks of the Mississippi promotes the goals established in the 2042 LRTP with the intent of improving connectivity, congestion, and livability.

**Connection to Capital Area Transit System (CATS’) Goals**

CATS expressed a desire to operate and maintain ferry service along the east and west bank of the Mississippi River while also connecting it to transit routes and the upcoming BRT line. Operating ferry service falls within the strategic planning goals CATS established in 2017. In particular, CATS would like to regionalize and expand service to at least one (1) eligible neighboring town or parish.

**III. OFFEROR’S MINIMUM QUALIFICATIONS**

- At least one principal or responsible member of the firm shall demonstrate a minimum of five years’ experience in responsible charge of, or major expertise in, the field involved in this RFP.
- Offeror should show minimum experience of three projects of similar scope.
- Experience working with transit agencies and/or ferry service should be noted.

**IV. SCOPE OF SERVICES**

The Consultant or Consultant Team will partner with and assist CRPC in developing a ferry feasibility study in conjunction with representatives from East Baton Rouge parish, West Baton Rouge parish, Capital Area Transit System, Tiger Trails transit system, and LADOTD. The preliminary scope of work consists of four (4) main components detailed below.

**V. SCOPE OF WORK**

The following minimum duties will be completed under this contract. These tasks are not necessarily sequential and may be on-going throughout the contract period. The respondent should address
their particular approach to these tasks in their RFP submittal. Or, note significant areas of departure in approach, if applicable.

**Task 1: Project Management and Public Engagement**

The Consultant in coordination with CRPC and the local jurisdiction shall develop a project management schedule. This schedule will outline the timeframe in which to complete the feasibility study and associated costs by task. Further, the Consultant will develop a Public Participation and Outreach Plan (PPP). The PPP shall outline the engagement process for each community and may have different strategies for each community. The PPP will ensure the broadest range of participation among residents and interested community leaders. The PPP will seek to include representation from groups who typically do not participate in the planning process.

**Development of Technical Advisory Committee**

In coordination with the local jurisdiction and CRPC, the selected consultant will establish a Technical Advisory Committee (TAC). This TAC will steer the plan development and will be engaged in the public outreach process. The TAC should include but, not limited to:

- MPO Staff members
- Baton Rouge city administration
- Representatives of CATS
- Representatives of Tiger Trails
- Representatives of LADOTD
- Representatives of the Freight community
- Representatives of the Port of Baton Rouge
- Government representation of the locations being considered for ferry landing service
- Citizen/Stakeholder representation from each community
- Chamber of Commerce representation
There will be a minimum of nine (9) meetings to discuss development and completion of each task.
Given the currently climate, applicants must have the capabilities and knowledge to conduct meetings virtually and in-person. The general outline of the meetings is as follows:

**Meeting 1:** Meet-and-greet between the TAC, present and finalize the project schedule, develop and discuss PPP goals, and finalize the survey.

**Meeting 2:** Review the PPP and share survey results/recommendations. Based on comments and critiques, the Consultant will go back and make changes to the PPP.

**Meeting 3:** Develop and discuss the outline of the Existing Conditions deliverable. Select case study systems.

**Meeting 4:** Review the Existing Conditions and Case Study deliverables. Based on comments and critiques, the Consultant will go back and make changes.

**Meeting 5:** Develop and discuss the outline of the Needs Assessment. Consultant will present a methodology for the Demand Analysis. Changes to the Demand Analysis methodology will be made during this meeting and used in the final analysis presented in Meeting 6.

**Meeting 6:** Review the Needs Assessment deliverable and Demand Analysis. Based on comment and critiques, the Consultant will go back and make changes.

**Meeting 7:** Develop and discuss the outline of the Implementation deliverable.

**Meeting 8:** Review the Implementation deliverable. Based on comment and critiques, the Consultant will go back and make changes.

**Meeting 9:** Review the final Ferry Feasibility Study deliverable. Based on comment and critique, the Consultant will incorporate changes.
Public Meetings

The Consultant, in conjunction with the local jurisdiction(s) and CRPC, shall plan and facilitate a minimum of 2 public meetings in each parish selected for potential ferry location stops (a total of 4 meetings). Content of the public meeting shall be further refined by the Consultant in the PPP.

Generally, the public meeting shall be open house in style and include opportunities for public interaction and feedback regarding ferry service needs. If the meetings are required to be held virtually, it is the consultant who much schedule such meetings and provide, to the best of their ability, accessibility to the entire community. To the greatest extent possible, the Consultant shall use creative measures to engage the attendees through graphics / visualization techniques and shall include opportunities to engage: older citizens; disabled citizens; and, children of various ages in the process. If requested by the communities, the Consultant shall provide tools for the TAC members to take to community groups and classrooms to solicit feedback on ferry service needs to augment the public meeting input.

Task 1 Deliverables

a. Fully developed project schedule.

b. Public Participation Plan that includes outreach targets, outreach tactics and materials to be developed; website and social media content ideas; TAC formation; TAC communication methods; outline of TAC and public meeting content and engagement process.

c. A community-wide survey with a distribution plan for East and West Baton Rouge parishes. The survey should include questions pertaining to ridership, passenger v. vehicle, current commuter patterns, etc.

d. TAC and public meeting minutes and/or summaries.

e. Consultant shall include a percent complete for each task, a narrative for all work completed during the invoiced period, and an analysis of current status based on project schedule. Any deviations from the project schedule shall be explained in the monthly progress report.
**Task 2: Existing Conditions and Case Study Report**

The development of a complete Existing Conditions and Case Study report is critical to showing current needs and identifying safety concerns for vulnerable transportation users. With CRPC’s assistance, the consultant shall collect and conduct data analysis on the following:

- Existing ferry services and pads in Louisiana
- Existing traffic and congestion conditions
- Travel patterns existing of internal-internal, internal-external, and external-internal trips for Baton Rouge
- Existing land-uses along the Mississippi River for East and West Baton Rouge parishes
- Socio-demographic analysis (i.e., zero car household census tract locations, income/poverty concentrations, etc.).
- Current CATS and Tiger Trails bus stops and services located in East Baton Rouge

This task will also include a case study of 4-5 different ferry services offered throughout the country. These services should have similar environmental factors (i.e., be located on a river), population size, socio-demographic conditions, and possibly political climate. The New Orleans ferry service should be included as one of the case studies.

**Task 2 Deliverables**

a. Existing Conditions Report that summarizes current facilities, traffic congestion, traffic practices, and ferry case studies.

b. GIS analysis/files and other data analysis transmitted to CRPC.

**Task 3: Needs Assessment and Demand Analysis**

The Consultant in coordination with CRPC will conduct a Needs Assessment and Demand Analysis that models the region, specifically between East and West Baton Rouge parishes. Additionally, the
Consultant will determine which locations along the Mississippi River are in most demand and would benefit the greatest from ferry service. The Needs Assessment and Demand Analysis will also integrate additional forms of transportation (i.e., park-and-rides, transit routes/stops, and multiple ferry stop locations) to determine how to best improve travel between East and West Baton Rouge. At a minimum, the Needs Assessment and Demand Analysis should include:

- An analysis determining the most suitable ferry landing locations based on multiple factors (i.e., ridership trends, congestion remediation, accessibility, transit connectivity, etc.)
- An analysis showing how ferry service between East and West Baton Rouge will change transportation trends and which type(s) of ferry service would best suit the region (i.e., pedestrian only, car only, pedestrian and car, etc.)
- Once locations are determined, an analysis should be conducted linking alternative modes of transportation (i.e., park-and-rides, transit routes/stops, etc.), so travelers are able to move through East and West Baton Rouge parishes with relative ease.

**Task 3 Deliverables**

a. Needs Assessment and Demands Analysis report that details different ferry landing locations and their impact on trends and existing needs.

b. GIS analysis/files and other data analysis transmitted to CRPC.

**Task 4: Implementation Strategy and Final Document**

Developing an Implementation Strategy is critical for moving the ferry feasibility study into action. The implementation Strategy shall contain all the additional steps necessary for developing a ferry service in Louisiana. The consultant shall collect and study the following:

- Feasibility of infrastructure - Is building a ferry pad sensible in this location? How can it be done? What are the steps that would need to be followed to build the ferry pad(s)?
• Vehicle alternatives and types - What is the best type of ferry vehicle for movement on the Mississippi River?
• Permitting - What are the agencies and permitting entities that would be required for building ferry infrastructure and starting the program?
• Legislation - What legislation would need to be passed?
• Operations - What is required for operating ferry service? Who would be the operator?
• Revenue – Approximately how much fare revenue is forecasted for this ferry service?
• Funding – How would the ferry be funded? Are there grant programs to help start the ferry program? What about grant programs that would help maintain service?
• Cost – What is the estimated cost of getting ferry service started and associated operating costs?

**Task 4 Deliverables**

a. Implementation Strategy Report that summarizes all information discussed above.

b. Draft Plans with draft implementation table/schedule.

c. Final Plans with final implementation table/schedule.

d. 20 copies of Final Plan delivered to each community.

e. Digital copies of each plan in a format which can be edited, delivered to CRPC.

f. GIS analysis/files and other data analysis transmitted to CRPC.

**VI. PROPOSAL CONTENT**

The response shall include a written proposal that presents the Consultant or Consultant Teams qualifications and understanding of the work performed as outlined in Section IV of this RFP. Each proposal will be evaluated on the quality and creativity of the methodology presented in the response. The following shall be provided in submittal:

1. **Cover Letter**
The cover letter will provide a summary of the consultant team’s experience and demonstrate that the minimum qualifications (RFP Section III) are met. The letter must identify a point of contact and be signed by an executive qualified to commit the firm’s resources.

2. **Scope of Services**

Submit the approach and methods for implementing the Scope of Work. Also, identifying any unique issues or departures from the draft Scope of Work that would improve the feasibility plan. The Respondent shall provide detailed information about anticipated deliverables for each task.

3. **Project Schedule, Staffing, and Deliverables**

The respondent must provide a detailed work plan that indicates which team members are assigned to various tasks and their expected roles. The project timeline shall be shown in calendar days and shall show expected completion by task and deliverables. The project is expected to take 9-12 months and be completed by the end of FY 20/21.

4. **Project Team, Experience and Qualifications**

List the team’s qualifications as related to the expressed Scope of Work provided in this RFP. This section should include information on projects that are similar in nature performed by the project team (a minimum of 3 are desired). Any reference projects must also include dates of when the work was performed and the role (i.e. prime or sub) of the consultant team member(s) in the overall project. This section must also include a detailed organizational/project staffing chart including names, company and percentage of time expected of each team member for this project. The organizational chart must identify the project manager.
5. **Budget**

A detailed budget shall be submitted that breaks down the proposal by task, personnel and by sub consultant (if applicable). Any travel expenses or other direct costs must be separately stated. CRPC has allocated a maximum consultant budget of $100,000 for this project.

6. **DBE Participation**

The consultant team should strive to adhere to the Disadvantage Business Enterprise (DBE) goal of the Capital Region Planning Commission. CRPC has adopted a DBE goal of 8%. The RFP response shall indicate the DBE percentage of the consultant (or team) as presented.

7. **Appendix/Resumes**

One-page resumes for each team member shall be attached as an appendix to the RFP. Additional information or links to completed projects may also be attached to the appendix.

8. **MPO Standard Submittal Form**

The respondent shall complete and submit DOTD MPO Standard Submittal Form with the proposal.
VII. SCORING CRITERIA

The general criteria to be used by CRPC in evaluating responses for the section of a consultant

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Scoring</th>
<th>Weighting Factor</th>
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<tbody>
<tr>
<td>Firms’ experience on similar projects.</td>
<td>8</td>
<td>32</td>
</tr>
<tr>
<td>Firm’s experience in modeling, data analysis, and public participation.</td>
<td>8</td>
<td>32</td>
</tr>
<tr>
<td>Firm size as related to project magnitude.</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Firm’s experience in developing uniform, professional documents.</td>
<td>5</td>
<td>20</td>
</tr>
<tr>
<td>Firm of team includes a SBE/DBE.</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td></td>
<td><strong>100</strong></td>
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VIII. PROPOSAL SUBMISSION

Respondents shall submit **5 bound and 1 electronic copy** of the proposal to:

Capital Region Planning Commission  
Attn: Mr. Jamie Setze, Executive Director  
14734 S. Harrell’s Ferry Rd. Baton Rouge, LA 70816  

The proposal must be received by **3:00pm C.S.T. on Friday, August 28, 2020**. Please direct any questions to Kim Marousek, AICP, via email at kmarousek@crpcla.org. A list of received questions and responses will be posted on our website at [http://crpcla.org/publicnotices](http://crpcla.org/publicnotices).
CRPC will not pay for the development or submission of any proposals in response to this RFP. Furthermore, CRPC reserves the right to reject any or all proposals.

Award is contingent upon CRPC receiving Notice to Proceed from LA DOTD.

**IX. SCHEDULE**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFP Distribution (Website/Email)</td>
<td>8/5/20</td>
</tr>
<tr>
<td>Advertise RFP (Newspaper)</td>
<td>8/7/20</td>
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<tr>
<td>RFP Respondent Deadline</td>
<td>8/28/20</td>
</tr>
<tr>
<td>Notification of Selected Consultant (Approximate)</td>
<td>9/18/20</td>
</tr>
</tbody>
</table>

*Consultant Team Interviews (if needed)* 9/9/20

Note: CRPC reserves the right to amend and/or change this schedule at their discretion

**X. ATTACHMENTS**

MPO Standard Submittal Form See: [www.crpcla.org/publicnotices](http://www.crpcla.org/publicnotices)