

IMPERIAL COUNTY TRANSPORTATION COMMISSION (ICTC)

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Date: March 13, 2019
To: Prospective Respondents
From: Kathi Williams, Procurement Coordinator
REF: Request for Proposal (RFP) for the 2019 Public Transit Fare Analysis
ADDENDUM #3

The following is provided as answers to questions from or corrections to this RFP.

- 1. Please confirm if and what data and analysis (including spreadsheets, ridership/revenue yields, and any existing elasticity modelling) from previous fare setting exercises be made available.**

The last consultant prepared Public Transit Fare Analysis was conducted in June 2008. A PDF copy of the study is available upon request. Outside of this analysis there is no other data available.

- 2. Can you elaborate on how much public consultation is expected (in addition to stakeholder) and how have public engagement activities been conducted on previous planning studies?**

Public consultation is required in several aspects for this project. Interaction is required with social service agencies and other transit advocates identified as stakeholders. In addition a minimum of 3 general public workshops are required in 3 different locations. Attendance and presentation of the draft report is also required at ICTC's SSTAC, Management Committee and Commission meetings where the public may be present for comment.

- 3. Please elaborate on the nature and extent of ridership / revenue data. Are revenue breakdowns by fare classification and media available? At the system level? Route Level? Time of day?**

ICTC and its contractor First Transit Inc, track multiple levels of ridership data including but not limited to passengers per day, passengers per hour, passengers by route, total fares collected and fares collected by route. ICTC currently only utilizes cash and pre-purchased tickets as fare revenue. Revenue breakdowns by classification and media are available, however, ICTC does not track how many pre-purchased tickets are utilized per month or route just the overall quantity sold.

- 4. Can you please elaborate on what GIS data / layers are available from the agency (excluding external sources)?**

ICTC has a GIS database of all fixed route bus stops throughout the Imperial County.

- 5. Please confirm that the bilingual component relates to engagement activities, and not the entire team.**

The entire consultant team does not need to be bilingual. All public participation, outreach, print media or other “engagement” activities will require a bilingual (Spanish/English) component. This requirement can be met through staff, consultant staffing or through a sub consultant.

Thank you for your interest in the bid process. Should there be any further questions, please email kathiwilliams@imperialctc.org.