



(330) 723-9670 | www.medinacountytransit.org
Medina County Public Transit Offices: 6094 Wedgewood Rd
Medina, OH 44256

Date: August 6, 2021

ADDENDUM NO. 1
REQUEST FOR PROPOSAL for STRATEGIC PLAN DEVELOPMENT SERVICES

Questions and Answers

Q1: Whether companies from Outside USA can apply for this?

A1: Yes, we welcome all those that wish to provide a proposal in accordance with the issued RFP.

Q2: Whether we need to come over there for meetings?

A2: Yes, based on the need to actively meet with our Commissioners and Administrative Staff, along with the many stakeholders involved in the project.

Q3: Can we perform the tasks (related to RFP) outside USA?

A3: No, it will be necessary for a representative to be present on-sight for the work to be completed.

Q4: Can we submit the proposals via email?

A4: Please see the RFP Document: Section 1.2 - Due Date and Location, requiring proposals to be mailed to the Medina County Commissioners Office.

Q5: I do not see any details regarding the pre-proposal conference scheduled for 7/29/21 at 2pm

A5: The Pre-Proposal Conference will be held in-person on July 29th, at 144 North Broadway Street, Room Number 201, Medina, OH 44256.

Q6: Is the pre-proposal conference being held virtually or in-person, could you please share virtual meeting information and/or in-person information?

A6: The Pre-Proposal Conference will be held in-person on July 29th, at 144 North Broadway Street, Room Number 201, Medina, OH 44256.

Q7: Is it the intent of the County Commission for the proposer to provide recommendations as to how it would develop a strategic plan and the final scope will be negotiated with the selected vendor?

A7: Yes, as stated in 2.0 Scope of Work, Medina County Public Transit seeks qualified consultants to develop the agency's new Strategic Plan. This Request for Proposals (RFP) will lead to the selection of a consultant to lead the agency's strategic planning process. It is expected that this RFP will be used to engage with the selected consultant directly, with the scope of work to be finalized together.

Q8: Has a budget been established for this project?

A8: No, the proposals should provide a projected budget based on the specified requirements of the project scope and completion.

Q9: Could you please confirm that the DBE requirement is 0%?

A9: As stated in 2.9 DBE Participation, a DBE goal has not been assigned to this procurement, however, proposers should be aware that if subcontracting opportunities exist at any point throughout the life of the contract that DBE contracting goals will apply (5.17%). Refer to Form H for more information on good faith efforts and complete page H if you propose to subcontract any work to DBEs.

Q10: Can you provide an overview of MCPT operations?

A10: MCPT runs 18 routes per day, with 7 fixed routes and 11 demand routes; 48 employees, that includes 37 drivers. Routes operate Monday through Friday 6:00 am to 6:00 pm, and Saturday 9:00 am to 5:00 pm.

Q11: Describe the fixed route services.

A11: MCPT operates loop service in the 3 Cities within Medina County, 3 in Brunswick, 2 in Medina, and 1 in Wadsworth, with route deviation up to 1 mile off of the fixed route.

Q12: Describe demand services.

A12: Current demand, paratransport, and no paratransport. Non-ADA is available county wide, ADA is available on fixed deviation.

Q13: Describe fares.

A13: \$4.00/trip, \$1.50 for fixed price loop, ages 65 and older are half-fare.

Q14: Any contracted services?

A14: Several, including riders through the Office for Older Adults, the Veterans Administration, Job and Family Services, and Community Action Wayne-Medina County.

Q15: Impacts of COVID on ridership?

A15: Ridership was increasing in 2018 to 2019 pre-COVID, in March 2020 suspended all fixed routes and operated only demand service 38% demand; at mid-2021, all routes running, and returned to 85%-90% pre-COVID ridership.

Q16: What does MCPT view as its biggest challenge in growing ridership?

A16: Lack of awareness of services, disbelief MCPT serves only select demographic. Current marketing through facebook and webpage, looking to grow marketing and advertising, #mobility freedom.

Q17: Does MCPT run custom routes for special occasions, e.g. the Medina County Fair, or during the Christmas season to local entertainment venues?

A17: Although interest has been expressed by Main Street Medina, MCPT has not explored viability as current structure does not allow for interim scheduled routes.

Q18: Any connectivity with other Transit Authorities in our region?

A18: MCPT's Route 18 Express launched in January 2021 connecting Summit County (Metro) to Medina, with a location in Brunswick for transfers from MCPT to Cleveland RTA as gateway to Cuyahoga County.

Q19: What are MCPT's strengths?

A19: Safety, reliability.

Q20: Goals for the future?

A20: Interest in traveling between Medina, Wadsworth, Brunswick, not just having looped service in each separate community; provide service to parks, shopping, workplace; to promote new electronic validators in the buses for cash-less travel; tablets soon to be installed in buses for GPS signals, digital manifests to replace paper; leverage technology, including Masabi, EZFare mobile app, TripSpark, Trapeze, to become nimble.

Q21: Do we have ridership numbers?

A21: The number of unique riders on demand routes total 800-900, we know number of trips on fixed routes, but not how that translates to unique riders.

Q22: How do patrons pay to ride?

A22: Even with the EZFare mobile ticket app, MCTP will still have cash collection. Currently 14% of total fares are EZFare sales, with a goal to achieve 50% by year end. Masabi is launching smart cards to use in lieu of cash for bank-less patrons, IMI, NeoRide.

Q23: Any information on funding mechanisms, grant opportunities, future funding requirements?

A23: With the influx of pandemic response and recovery funding, MCPT is in a sound financial position at this time, with a willingness to pilot programs to grow service. The strategic plan is to include financial forecasting, with projections on capital, operations, and maintenance, to adequately fund MCPT into the future. MCPT is not supported by levy dollars.

Q24: Any interest in programs to grow ridership through youth passes for the summer? Or partnerships with local parks and recreation agencies?

A24: MCPT is open to all suggestions to successfully market and grow ridership with available resources, which must be sustainable into the future.

Q25: Any interest in micro-transportation options?

A25: Yes. Delaware County Transit has replaced their fixed routes with a curb-to-curb flex route that operates similar to a public "uber". This could possibly augment MCPT's door-to-door/point-to-point service. MCPT works with the local Ace Taxi, and is open to exploring public-private partnership opportunities, if feasible.

Q26: Any specific marketing strategies used to promote MCPT, e.g. new employee packets with transit marketing information?

A26: Currently not, but we are open to ideas. Communications typically come to MCPT through local Economic Development contacts or from specific businesses seeking a transportation solution.

Q27: Any post-secondary education facilities in Medina County that may be interested in partnering?

A27: Medina County is home to several branch campuses, but this idea has not been explored to date.

Q28: Any utilization of television, radio, billboard advertising?

A28: MCPT is featured or referenced on occasion with local news stories in local newsprint, but has no formal marketing strategies at this time. MCPT has partnered with local agencies for videos on its webpage/facebook, and rebranded 6 months ago with a new, colorful logo.

Q29: What balance is MCPT looking for from respondents in terms of existing conditions, operations, and planning design?

A29: MCPT is looking for comprehensive strategic plan, including planning, funding, customer needs assessments, route optimizations, controlled growth, improved cycle times, optimizing resources, all of which will be evident through interests expressed by MCPT stakeholder group in working alongside MCPT through the strategic planning process.

Q30: What do you expect from the MCPT stakeholder retreat?

A30: We expect stakeholder participation, with focus on all inclusive passengers of all ages, workforce development, and where does MCPT place its priorities with competing interests in providing sustainable services. MCPT has a desire to grow into what it builds.