City of Bloomington, Indiana

Request for Qualifications

for

Transportation Demand Management
Plan Consultant

Issued: February 22, 2019
# Table of Contents

I. Introduction 3

II. Regional Background 3

III. Purpose and Objective 3

IV. RFQu Response Requirements 5

V. RFQu Response Process 6
   A. Questions 6
   B. Response Deadline 6
   C. Summary of RFQu Process Deadlines & Project Lead 6

VI. Personal Presentations 7
I. Introduction

The City of Bloomington, Indiana (“City”) issues this Request for Qualifications (RFQu) seeking qualified consultants who can assist with developing a Transportation Demand Management (TDM) Plan for the City. The City seeks input from potential partners regarding the terms and conditions under which they would participate in such a project. Tell us why you are the right partner for us.

II. Regional Background

Nestled in the rolling hills of southern Indiana, Bloomington is a small city with big-city amenities, atmosphere and culture—home of Indiana University’s flagship campus (“IUB”), the Little 500 bicycle race; the Lotus World Music & Arts Festival; the WonderLab Museum of Science, Health, and Technology; and a thriving and well-regarded farmers’ market. Bloomington residents appreciate world-class entertainment and cultural festivities, value community, and environmental causes, and are committed to preserving and expanding recreational opportunities through the City’s extensive network of trails and its many parks.

The City of Bloomington is an urban community of approximately 23 square miles and an estimated population of 85,000 people and an urbanized area population of approximately 140,000. Bloomington is also the home of Indiana University; the largest Indiana University campus with over 43,000 students. The City has stable residential neighborhoods, several historic districts, and a thriving downtown. The City continues to attract new residents, tourists, and businesses. Since 2010, the City’s population has increased by approximately 5.9 percent. Moreover, Bloomington’s population is younger than the national average, owing in part to the City’s large number of university students. The median age of Bloomington residents is 23.5 years, compared to 37.4 years nationwide. The city’s population is also highly educated, with 56.8% holding a Bachelor’s degree or higher, as compared to 30.9% nationally.¹

Bloomington supports a vibrant economy and a thriving business district composed of roughly 6,040 businesses. The City’s business community is noted for excellence in pharmaceuticals, medical devices, technology, healthcare, and the arts. Major area employers include IUB (7,700 employees), IU Health Bloomington (2,200 employees), the Cook Group (3,300 employees), and Baxter Healthcare Pharmaceuticals (1,100 employees). Downtown Bloomington boasts more than 140 local and unique restaurants, bars, and coffee shops, seven local breweries, and a distillery.

III. Purpose and Objective

At its most basic level, as defined by the Federal Highway Administration, a TDM Plan is a set of strategies aimed at maximizing traveler choices. Traditionally, TDM may have been narrowly applied to commuter ridesharing, air quality mitigation, reducing trip generation rates, or increasing multi-modalism in transportation plans. The City understands that an effective TDM program includes comprehensive integration of a wide range of information, encouragement and incentive strategies that use technology-based services aimed at residents to aid in their daily transportation decision making needs.

Bloomington is at a critical juncture in its transportation history. For the last few decades, the City has laid the groundwork for significantly expanding its multi-modal transportation options for the future. A TDM plan is an additional tool for making this future a reality. Several key things occurred in the last few years to bring us to this point.

In 2018, the City adopted a new Comprehensive Plan (“2018 Plan”) to guide the development of its built environment through the year 2040. As a preliminary step, the Bloomington Common Council adopted a “Vision Statement” in 2013, Statement 13 of which was: “Provide a safe, efficient, accessible and connected transportation system that emphasizes public transit, walking and biking to enhance options to reduce our overall dependence on the automobile.” This statement is the guiding principle for Chapter 6 of the Plan, entitled “Transportation.” Access the Plan here: https://bloomington.in.gov/planning/comprehensive-plan

This goal was not a new one. In the decades prior to the 2018 Plan, Bloomington worked consistently to provide varied transportation options for its residents and visitors. As a result, the Bloomington Transit bus system offers passengers the ability to reach most parts of the community via public transportation. See BT System Map: https://bloomingtontransit.com/wp-content/uploads/2018/12/SystemMap2018.pdf.

The City has a well-developed network of multi-use trails, soon to be enhanced by the passage of a recent bond issue earmarked for expanding trail connections and increasing their usefulness as regular transportation modes: https://bloomington.in.gov/parks/trails. In addition, in December 2018, the League of American Bicyclists recognized Bloomington with a Gold Level Bicycle Friendly Community (BFC) award. Of sixty-one Gold Level communities around the country recognized as BFCs, Bloomington was one of only five to earn the Fall 2018 Gold Level award--the only Gold Level BFC in Indiana.

In January 2018, the City also began working with a consulting firm to develop a multi-modal transportation plan. This is a plan focused on the City’s approach to managing land use and developing its infrastructure to support the transportation goals of the 2018 Plan. For example, the transportation plan will help the City prioritize transportation projects, determine right-of-way widths, and facilitate structural changes that increase multi-modal options. The transportation plan is intended to work alongside a TDM plan to create the multi-modal Bloomington of the future. The draft transportation plan was approved by the Bloomington Plan Commission in November 2018, and the Common Council is expected to review it in 2019. Access the draft plan here: https://bloomington.in.gov/transportation/plan

In October 2018, City Council also approved the City's Sustainability Action Plan (https://bloomington.in.gov/sustainability/action-plan) which has a vision that "All Bloomington citizens have access to safe, affordable, and low-carbon transportation options that support healthy, active lifestyles." The plan also includes specific goals to:

1. Shift the Bloomington Community transportation commute mode split to 60 percent Single Occupancy Vehicle by 2022, compared to a baseline of 62.8 percent in 2016 (as measured in the American Community Survey);
2. Increase the use of the Bloomington Transit system 5 percent by 2023, relative to a baseline of 3.3 million transit users in 2017;
3. Achieve the League of American Bicyclists Platinum Rating by 2022; and
4. Achieve the Walk Friendly Communities Platinum level designation by 2022.
A combination of additional factors makes a TDM Plan essential to Bloomington’s future. First, Bloomington’s downtown, like many around the country, has experienced substantial investment and rejuvenation. The City’s policies have long supported a strong, vibrant, and diverse downtown area, but one current priority worth noting is a concerted effort to expand employment in the Downtown. Bloomington is continuing a long-term pivot from a traditional manufacturing economy to a new economy, and its varied and diverse business sector, much of which is located in and near the Downtown, provides Bloomington’s workforce with local employment opportunities. However, more than 11% of the workforce commutes into Bloomington each day, and a significant population of Bloomington residents works outside the city limits at major regional employment sites, including Cook Medical and Crane Naval Surface Warfare Center.

As part of its efforts to guide downtown employment opportunities in this new economy, the city’s Trades District, Bloomington’s new innovation district located in the downtown, is well positioned to attract employers to the Downtown. The Trades District includes 12-acres of developable land and historic structures and is expected to house thousands of employees over the next decade. The City issued a bond to design and build an initial parking structure within the Trades District. This new garage will provide approximately 300 parking spaces and is expected to be completed by the Fall of 2020. This new facility will be part of the City’s inventory of tools that foster TDM strategies and programs.

Finally, like most cities of its size in the US, Bloomington is looking toward the future from a past and present that have been largely focused on the automobile. For many Bloomingtonians, commuting workers, and visitors, the automobile remains the preferred mode of transportation, and it will remain so for years to come. The City consequently has a responsibility to provide parking and infrastructure for the driving public that is safe, well-maintained, and adequate to serve the public’s needs, taking care to ensure that these assets can evolve as the needs change. In support of those ends, over the last 24 months, the City established a Parking Commission, which undertook a study of parking needs and utilization of city parking assets, and engaged a parking consultant, Desman to do a study of downtown parking needs and utilization. Based on the findings in the Desman study, in September 2018 the Common Council adopted amendments to the City’s existing parking ordinance. Information on the Parking Commission’s work, the Desman report, and the ordinance amendments can be accessed here: [https://bloomington.in.gov/transportation/parking/study](https://bloomington.in.gov/transportation/parking/study)

All of these recent efforts by the City have led us to this RFQu. The primary remaining piece that will bring us closer to a more fully realized multi-modal future is a TDM Plan that helps us develop the best approaches for persuading citizens and visitors to use all of our transportation options with regularity, not just the automobile.

### IV. RFQu Response Requirements

The City welcomes all respondents and encourages them to share their expertise in developing a Transportation Demand Management Plan. Tell us why you are the right partner for this project. The City will assess the responses based on the respondents’ experience and how well the responses address the City’s objectives. The City requests the following specific information from respondents:

1. **Cover Letter:** Please include company name, the address of corporate headquarters, the address of the nearest local office, contact name for the response, and that person’s contact information (address, phone, cell, email, other). Keep response to one (1) page.

2. **Compensation:** Include the proposed compensation structure and payment schedule for your services.
3. **Experience:** Provide a statement of experience discussing past performance, capabilities, and qualifications. Identify other similar projects your firm has designed and/or built. Explain how your firm is a suitable partner for the project(s).

4. **Work Approach and Schedule:** Summarize the work approach, including number and purpose of visits to Bloomington and estimated time and material requirements from City staff, and the proposed schedule you would employ for the project(s).

5. **References:** Provide a minimum of three (3) references, including contact information, from previous contracts or partnerships. Keep response to two (2) pages.

Keep response to no more than 20 pages total (including cover page and any additional information than the specific information requested). **Responses that exceed the total 20-page limit will not be considered.**

V. **RFQu Response Process**

**A. Questions**

Questions related to this RFQu should be emailed to Julie Martindale, Purchasing Manager, City of Bloomington at martindj@bloomington.in.gov no later than 4:00 PM (EST) on Monday, March 11, 2019. Any submission of questions related to the RFQu shall include the reference: “Transportation Demand Management RFQu Questions” in the email subject line and include the name of the person submitting the question(s).

The City assumes no liability for assuring accurate/complete/on time e-mail transmission and receipt.

A list of all questions and respective answers will be posted no later than 5:00 PM (EST) Monday, March 18, 2019. Responses will be posted on the City’s RFP website shown below at: [http://bloomington.in.gov/rfp](http://bloomington.in.gov/rfp)

**B. Response Deadline**

Final RFQu submissions must be received in electronic form by 4:00 PM (EST) on Monday, March 25, 2019. Please send RFQu responses by email in PDF format to martindj@bloomington.in.gov

Please identify any proprietary and/or confidential information as such.

The City assumes no liability for assuring accurate/complete/on time e-mail transmission and receipt.

**C. Summary of RFQu Process Deadlines & Project Lead**

The following is the schedule for responding to this RFQu. The schedule is subject to change:

- Friday, February 22, 2019 – RFQu issued
- Monday, March 11, 2019, 4:00 PM (EST) – Deadline for submitting questions
- Monday, March 18, 2019, 5:00 PM (EST) – Responses to questions due from City
- Monday, March 25, 2019, 4:00 PM (EST) – RFQu responses due
● Week of April 1-5, 2019 are being held open for possible interviews or personal presentations with qualified RFQu respondent(s)
● Notice to proceed is expected by the end of April 2019
● June 2019 - Interim status report to the Bloomington Common Council

Bloomington TDM Plan will be led by the Department of Planning & Transportation, with support from the Departments of Public Works and Economic & Sustainable Development. It is expected that representatives from Indiana University, the Bloomington Chamber of Commerce, Monroe County, IU Health, and other regional representatives will be involved and participate in the process.

An interim status report must be presented by the consultant to the City of Bloomington Common Council by June 2019. Their regular meetings are held on Wednesdays and start at 6:30 P.M. EST. Their schedule can be accessed at: https://bloomington.in.gov/council/meetings/2019

Following the evaluation of responses the City may begin the interview and subsequent negotiations with qualified RFQu respondent(s), issue a more detailed Request for Proposal (RFP), issue an RFP to selected RFQu respondents, or choose another direction that is deemed in the community’s best interest.

Responding to the RFQu is not a guarantee of a contract award. Further, there is no guarantee an RFP will be developed as a result of this RFQu. The City reserves the right to withdraw the RFQu, or any subsequent RFP, or to decline to award a contract.

The City of Bloomington thanks you in advance for your thoughtful response.

VI. Personal Presentations

At its discretion, the City may request that vendors and other parties that provide a timely response to this RFQu make an individual and personal presentation to better explain information or proposals provided in the RFQu. These presentations, if requested by the City, shall be held at a time and place of mutual convenience.

There is no expressed or implied obligation by the City to reimburse any individual or firm for any costs incurred in preparing or submitting proposals, or providing additional information when requested by the City. This includes, but is not limited to, costs for travel and per diem, attending interviews, providing presentations or demonstrations, and participating in contract negotiation sessions.