

AECOM Project Number: _____
AECOM Project Name: _____
MCSA Task Order No.: _____

Attachment 1

Task Order Services, Schedule and Deliverables

SCOPE OF SERVICES

TASK 1: PROJECT COORDINATION

The AECOM approach includes an initial scoping or “Kick Off” meeting followed by monthly conference calls or meetings with County and BCT staff (Study Team) and up to two meetings with the CBMPO Technical Coordinating Committee and the Policy Committee. As appropriate, these meetings will be coordinated with the public meetings. At the Study Team meetings, we will discuss the project’s progress to-date and coordinate future work activities. The meetings will also provide an opportunity to adjust the work plan as needed.

Monthly progress reports will be submitted to the BCT Project Manager. These reports will document tasks completed during the previous month, major issues or concerns, and anticipated action for the upcoming month. A monthly invoice will be issued by AECOM which will document the relevant line item budget and current month expenditures.

Deliverables: Monthly progress reports and meeting summaries

TASK 2: COMMUNITY AND AGENCY COORDINATION

As a first step, the AECOM Team will prepare a detailed Public Participation Plan for the client’s review and concurrence. The TDP’s Public Participation Plan will:

- Identify goals for public participation that are consistent with CBMPO’s adopted public involvement process;
- Outline specific activities and techniques that build on and leverage existing activities and processes; and
- Provide a process for evaluation of the public participation program and continuous improvement.

While the final program for public participation will be decided in partnership with BCT and CBMPO, our initial approach for public participation will include:

- Comprehensive Project Database - The AECOM Team will work with BCT and CBMPO staff to identify key stakeholders and citizens for participation in the TDP development process and update contact information where necessary. Stakeholders will include community leaders, decision makers, local transportation associations, interest groups, governmental representatives, citizens, environmentalists, and others. The database will be used to track information dissemination, mailings, comments, and responses received, as well as the effectiveness of the public involvement effort.

- Stakeholder Interviews - The AECOM Team will work with BCT and CBMPO to identify key stakeholders for up to fifteen individual interviews which may be conducted in person or via telephone. Relevant questions and discussion points will be developed to guide this process, and a summary of the responses and common themes will be prepared.
- Public Information and Outreach Meetings - The AECOM Team will organize two major public outreach efforts during the TDP process. Initially, a meeting for the general public will occur at the beginning of the transit program development process and will provide an overview of the study and solicit input on the process, needs, and potential improvements. Secondly, a public and outreach meeting will also be held later in the study process to present the draft TDP and obtain public input on recommendations before it is finalized and adopted. All meeting arrangements will pay strict attention to the location and timing of these meetings to ensure broad and open participation. Visualization tools such as display boards, PowerPoint presentations, various maps and graphics depicting important project elements will be developed for each meeting.

Through the active involvement of CBMPO's stakeholders in the development of the public participation program and the skillful application of carefully selected outreach techniques, the AECOM Team will meet the challenges and complexities of involving area residents in planning future public transportation service or program modifications. The public participation program will be designed to increase awareness of transportation issues and educate the public about the transportation planning process, in addition to arousing interest and soliciting public feedback.

Deliverables:

- Detailed Public Participation Plan
- Updated stakeholder database
- Stakeholder Interview Summary
- Two public information meetings
- Materials for County website
- Summary and evaluation of the public participation program
- Initial presentation to CBMPO committees

TASK 3: DATA COLLECTION, REVIEW, AND ANALYSIS

The AECOM Team will obtain, organize, and analyze data for the County metropolitan area, as necessary for conducting the BCT TDP. Task 3 involves conducting four required elements which are described below.

Task 3a: Review of Existing Data

Relevant data, studies, plans, and programs will be reviewed and utilized, in development of the TDP including: Bartow County demographics, regional demographics, travel patterns, traffic counts, relevant 2010 Census data tables, and prior County plans. The AECOM Team has the capability to utilize existing Geographic Information System (GIS) data where needed to assist with this project.

Task 3b: Research Travel Patterns

Major trip generators and destinations such as employment, industrial, educational, medical, shopping, residential, and recreational centers will be identified and reviewed for levels of trip activity. Specific major travel corridors will be reviewed to determine deficient levels of service and improvement strategies will be recommended.

An option to consider for this task is purchasing digital mobility data (from cell phones and GPS units) from providers AirSage or StreeLight. These companies provide accurate population movement data to help develop transportation solutions for community improvement. The passive, anonymous mobility data can be used to identify popular trip patterns for used in developing transit routes, yet can also be used by other County departments (such as traffic and economic development). This option will be priced separately in the Fees and Costs section and is not included in this scope of work.

Task 3c: Identify Transportation Barriers for Select Population Segments

Certain population segments that may encounter transportation barriers through unmet needs will be identified to include:

- Elderly persons and persons with disabilities
- Minority, low income, no auto access, employment seekers, and rural residents
- Downtown and other activity area employees
- Georgia Highlands College and Chattahoochee Technical College students and employees

Task 3d: Conduct BCT Service Review

The existing BCT services will be reviewed to include a summary of the current service parameters and performance such as ridership, operating days/hours, fares, policies, and operating statistics. Performance indicators will be calculated as required and a peer comparison will be conducted to indicate how BCT is performing in relation to other similar transit systems.

Deliverable: Technical Memorandum summarizing data collection, review, and analysis and second presentation to CBMPO committees

TASK 4: TDP DEVELOPMENT AND DOCUMENTATION

The AECOM Team will utilize the data and information obtained through the prior work efforts and complete the plan development and documentation through five tasks described below.

Task 4a: Compilation of Information from Prior Planning Tasks

Based on information obtained from the prior tasks, a number of alternatives will be developed and evaluated by operational characteristics for inclusion in an overall transit system plan. Reasonable options for implementation will be identified, considered, evaluated, and reported. The following factors could be utilized for evaluation of the alternatives:

- Required Level of Service - develop a menu of transit services such as fixed route, flex-route, express route, demand response, shuttle, taxi, etc. and define potential expansion opportunities.
- Cost and Cost Effectiveness - define alternatives that will generate reasonable utilization/return and fit within the available financial capacity.
- Potential Benefit/Negative Impacts - develop alternatives that will enhance the community and its character.

Task 4b: Potential for Fixed Route Transit Service

Future public transportation services will be identified that can help Bartow County grow, and that feasible transportation services and choices are methodically identified. Emphasis will be placed on determining cost efficient (capital and operating) method for expanding the transit system within Bartow County. Potential transit markets and specific transit service objectives will be identified and addressed along with reasonable options for implementation.

Task 4c: Potential Atlanta Express Service and Park and Ride Facilities

The CBMPO and Atlanta Regional Commission's (ARC) travel demand models will be reviewed along with other data sources to determine if sufficient demand may exist to justify consideration of exploring the feasibility for establishing express service between Bartow County and Atlanta. This will include the identification of potential service levels and locations for future park and ride facilities. The opportunity for establishing express bus service between Bartow County and Atlanta through access to existing Georgia Regional Transportation Authority (GRTA) and Cobb County express services. The AECOM Team will also identify funding options to confirm that if express bus service is initiated, that it can be sustained and operated effectively. Based on review of the county and regional patterns and input received from the community and agencies, the need for and impacts associated with new transit service to other communities in the region will be identified and summarized.

Task 4d: Development of Proposed Service and Program Modifications

Based on the prior tasks, alternative transit services, policies, and programs will be developed. Topics could include service modifications, fare structure, passenger amenities, marketing, financial implications, Intelligent Transportation Systems (ITS) applications, and additional facilities such as park and ride lots.

Task 4e: Preparation of Draft and Final TDP

The draft TDP report will be prepared and presented to BCT and CBMPO for review and comment. Once input is received, the applicable revisions will be incorporated into the final TDP report and for approval and adoption.

SCHEDULE

Assuming a July 2016 start date, AECOM has prepared a nine-month project schedule to effectively accomplish the BCT TDP.

| TASK | TDP TASK DESCRIPTION | 2016 | | | | | | 2017 | | |
|------|--|------|-----|-----|-------|----------|-----|-------|----------|-----|
| | | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar |
| 1 | Project Coordination | | | | | | | | | |
| | Kickoff Meeting | ⚡ | | | | | | | | |
| | Study Team Conference Calls or Meetings | | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ |
| | CBMPO Committee Meetings | | | | ★ TCC | ★ Policy | | ★ TCC | ★ Policy | |
| 2 | Community and Agency Coordination | | | | | | | | | |
| | Public Participation Plan | | | | | | | | | |
| | Stakeholder Interviews | | | | | | | | | |
| | Public Meeting | | | | ★ | | | ★ | | |
| 3 | Data Collection, Review and Analysis | | | | | | | | | |
| | Review of Existing Data | | | | | | | | | |
| | Research Travel Patterns | | | | | | | | | |
| | Identify Transportation Barriers | | | | | | | | | |
| | Conduct BCT Service Review | | | | | | | | | |
| 4 | TDP Development and Documentation | | | | | | | | | |
| | Compilation of Information from Prior Planning Tasks | | | | | | | | | |
| | Potential for Fixed Route Transit Service | | | | | | | | | |
| | Potential Atlanta Express Service and Park and Ride Facilities | | | | | | | | | |
| | Development of Proposed Service and Program Modifications | | | | | | | | | |
| | Preparation of Draft and Final TDP | | | | | | | | | |