

SCOPE OF WORK

Smyrna Transit Analysis and Feasibility Study

Purpose and Need Statement: The purpose and need statement will form the basis for developing goals, objectives, and the evaluation criteria used for the study.

The **purpose** of the analysis/study is to conduct a comprehensive updated analysis of transit needs for the City of Smyrna and its environs. The analysis will take into consideration the transit services currently being provided in the study area by and seek to identify where those and other transit services can be established, enhanced or improved to better serve the community and its current and future transit users. The consultant is expected to actively engage with Cobb County, CobbLINC, GRTA, GDOT, MARTA, ARC, other relevant governmental organizations, entities and agencies, the private transportation providers, and others as required to complete the process.

The **need** is for funding that is adequate to finance a comprehensive transit analysis and feasibility study.

TASK 1: Public Participation: The City of Smyrna desires to involve all stakeholders throughout the study area. While there is currently transit service provided in the study area by MARTA and CobbLINC many of the residents of the area who will benefit from the enhanced local and regional connections via transit have not been involved in the discussion of the scope and nature of enhanced transit service.. The engagement of these residents and communities is a critical element of the Transit Feasibility Study and will require effective outreach and communication skills.

The City of Smyrna requires a consultant with a proven track record of community engagement in regards to a discussion of transit alternatives and concerns. The consultant should possess the skills to analyze transit issues and alternatives, and communicate with area residents on feasibility, funding possibilities, and financial constraints. The City will assist the consultant with the development of an effective Public Participation plan. This shall include project information provided by the consultant to be placed on the websites of the City and the member agencies to update the projects status and opportunities for public involvement. Public participation opportunities include, but are not limited to, the following:

- **Steering Committee:** The consultant will develop a Steering Committee meeting schedule and the City will assist with meeting space and communications coordination.
- **Stakeholder Interviews:** In order to involve as many participants as possible, the City requests that interviews be held with an approved list of stakeholders. The consultant will be responsible for scheduling and coordinating the interviews.
- **Focus Groups:** Public support of an expanded transit system is crucial to the success of the study. The consultant should hold focus groups with area decision makers and business leaders to inform, educate, and receive feedback on the study.

- **Public Open Houses:** The consultant will coordinate with the City and hold a series of public open houses to gather input on transit needs, to inform the public about the study process, and to receive input on proposed transit alternatives and community impacts related to the Transit Feasibility Study.

- **Surveys:** The consultant will be responsible for any surveys used to obtain current information on transit needs in the study area.

COST: \$75,000

TASK 2: Development of Alternatives: The consultant will develop a broad range of potential alternatives that address the purpose and need, provide details on the methods used to review and rank the alternatives, and conduct initial and final alternatives recommendations on an expanded transit system for the study area.

COST: \$50,000

TASK 3: Develop Transit Criteria: The consultant will evaluate alternatives based on criteria that will determine whether an alternative is reasonable to pursue. The analysis should involve impacts on the transportation system, mobility, and travel patterns, and consider barriers to implementation of the alternatives.

COST: \$25,000

TASK 4: Evaluate Costs, Benefits, and Impacts: The consultant will evaluate all reasonable alternatives to provide for an expanded public transit system. The evaluation of the costs, benefits, and impacts should focus on the pros and cons between alternatives. As a part of the study, the consultant will be required to any possible impacts that the transit program may have on minority and low-income populations. Title VI of the Civil Rights Act of 1964 which prohibits discrimination on the basis of race, color, or national origin in programs and activities that receive Federal funding assistance shall be observed throughout the study process.

COST: \$50,000

TASK 5: Develop Ridership Forecasts: The consultant will develop ridership forecasts based on the results of the community surveys and available data regarding land use, economic development, and population and employment growth.

COST: \$50,000

TASK 6: Develop Organizational and Operational Plans: The consultant shall develop organizational and operational plans for the alternatives that include standards of service, facility and stop locations, days and hours of operation, type and number of vehicles, travel times, fare structure, peak load capacity, and vehicle/passenger miles and hours traveled.

COST: \$75,000

TASK 7: Develop a Comprehensive Transit System: The consultant will review the existing transit services provide by other organizations and agencies in the study area and determine the level of additional transit services required to serve the population of the study area. Identification of transit enhancements can be developed in phases. The proposed expanded transit system must determine the feasibility of the program and identify possibilities to serve residents not serviced in the initial phases.

COST: \$100,000

TASK 8: Develop Operating Financial Plan: The consultant will develop an operating financial plan which includes factors that impact financial projections. The financial plan shall include both Capital and Operations and Maintenance costs

COST: \$75,000

TOTAL COST: \$500,000