Tyler Area Metropolitan Planning Organization

REQUEST FOR PROPOSAL (RFP)

CONSULTANT FOR

TRANSIT ROUTE STUDY

MPO POLICY COMMITTEE

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Tyler City Engineer
Lindale City Manager
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New Chapel Hill Mayor

Martin Heines, Tyler Mayor
Heather Nick, AICP
REQUEST FOR PROPOSAL FOR A
TRANSIT ROUTE STUDY
January 2020

The Tyler Area Metropolitan Planning Organization (MPO) is seeking proposals from qualified sources to provide a Transit Route Study.

For questions concerning this Request For Proposal (RFP) packet, contact Michael Howell, MPO Manager, P.O. Box 2039, Tyler, Texas 75710-2039, mpo@tylertexas.com.

The MPO and the City of Tyler, as the fiscal agent for the MPO, reserve the right to accept or reject any or all submittals as a result of this request, to negotiate with all qualified sources, or to cancel in part or entirety if found to be in the best interest of the City of Tyler and the MPO. This RFP does not commit the City of Tyler or the MPO to award a contract or to pay cost incurred by Respondents in the preparation, presentation, interviews or negotiation of Responses submitted in response to this solicitation.

All qualifications shall be submitted in PDF format through Dropbox. Click the following link: https://www.dropbox.com/request/KoQ7I3AYh4BpsOgTXfiO and follow the instructions to submit your RFP. Once the RFP has been submitted, please send a confirmation email to mpo@tylertexas.com, and a staff member will respond to confirm reception of the submittal. All submissions must be received by 5:00 p.m. on February 7th, 2020.

The firm selected to provide this study is subject to approval by the Tyler City Council. The City of Tyler and the MPO may authorize contract negotiations to begin without further discussion with the contractors; therefore, each qualification should be submitted as completely as possible. The City of Tyler and the MPO reserve the right to request additional data or oral discussions/presentations in support of the written qualifications. Contracts shall be awarded on the basis of the best interest of the City of Tyler and the MPO, content and other factors being considered in the RFP.

The preparation and publication of this document was financed in part by funds provided by the United States Department of Transportation, Federal Highway Administration and Federal Transit Administration. The provision of Federal financial assistance should not be construed as denoting U.S. Government approval of any plans, policies, programs or projects contained herein.
OBJECTIVE
The objective of this RFP is to solicit proposals from qualified transportation research vendors to conduct research, engage public and private entities, and provide several alternatives for enhancing its transit services in the Tyler Area MPO. The goal for this project is to adopt a plan that will aid regional transit providers to continue to provide safe, reliable and customer service oriented public transportation services through innovative mobility strategies including but not limited to:

- Update and improve transportation services;
- Encourage and incentivize coordination and collaboration;
- Improve connectivity and access;
- Increase ridership through targeted outreach, marketing, engagement and/or other contractor recommended strategies;
- Develop the span of service to include evenings and weekends;
- Provide more transportation options;
- Expand accessibility;
- Increase special services for priority populations;
- Decrease transportation gaps; and
- Create regional mobility connections for the community of East Texas.

All Proposers are cautioned to read the entire RFP, noting insurance and submittal requirements, and to complete all required forms enclosed. Failure to provide all requested information may cause the proposal to be rejected. The MPO reserves the right to waive minor irregularities in proposals and to reject any and all offers and re-solicit or cancel this RFP.

Proposers are invited to submit demonstrated competence and qualifications of their ability to provide these services. The information contained within this document is intended to provide interested firms or individuals with the requirements and criteria that will be used to make the selection.

STUDY AREA
This project encompasses Tyler Area MPO boundary. The study area is approximately 670 square miles and includes the cities of Tyler, Arp, Bullard, Hideaway, Lindale, New Chapel Hill, Noonday, Troup, Whitehouse, Winona and unincorporated areas within Smith County. The Metropolitan Area Boundary (MAB) associated with the Tyler MPO, represents the portion of the census defined as an urbanized area and the area expected to become urbanized within the next 20 years. A map of the MAB can be found here and is available on the MPO’s homepage.

SCHEDULED/TIME FRAME
The work for this project is scheduled to begin on or about April 1, 2020. The term of the contract shall be for seven (7) months and shall commence upon receipt of a signed and dated contract agreement from both parties.

BACKGROUND
Tyler Transit is a public entity that operates a fixed route system within the city limits of Tyler, Texas, while the East Texas Council of Governments (ETCOG) operates “GoBus,” the rural demand-response public transportation service in the East Texas Region. Other transit providers include Chariot Bus Lines, Greyhound, and various taxi service providers. These various providers constitute the EasTexConnects, a committee of elected officials, citizens, representatives of social service agencies, transportation providers, and businesses whose mission is to create and connect a comprehensive, flexible and sustainable public transportation system.
SCOPE OF WORK:
   EXHIBIT A attached.

CONTENTS AND SPECIFICATIONS
   Submissions, as a minimum, must include the following information as described in sections ‘A’ through ‘D’ below:

A. Cover Letter
   The cover letter should include a brief summary of important points/sections of the proposal, project objectives, brief description of each section of attached proposal, and any special considerations. The letter must include the primary contact name, telephone number, and email address for each respondent agency in a proposed team.

B. Project Work Program and Schedule
   The consultant should identify how they will undertake the tasks listed in this RFP. The consultant should recommend a specific methodology for performance of the scope of work as defined in Exhibit A. The methodology for each task should be expanded and appropriately scheduled for the completion of the work. The MPO prefers that this contract be completed within seven months. Consultant should provide a schedule that accomplishes the scope of work within the best possible period.

C. Project Organization and Management
   A draft organizational and management plan for this project shall be developed. The plan shall include project staffing with an indication of the personnel to be involved, their respective roles, and percentage of hours by task dedicated to the project. A general summary of the approach to be used in accomplishing the work should be given. Consultant teams, if proposed, shall describe functions and responsibilities of the firms and staff involved. Responders to this RFP shall clearly delineate all individuals, by names and titles that will be working on this study and their areas of responsibility. If substitutes or back-up personnel are planned on a contingency basis, they should be indicated in the plan.

D. Responsibility and Qualifications
   The project manager and other key staff members must be specified and a clear indication given as to their involvement in the project, the amount of time they will be on-site and the percent of his/her time dedicated to this project. Brief résumés of staff members should be included. The successful respondent(s) to this RFP must understand that they are expected to provide qualified personnel to accomplish each portion of the work in this study. Substitutions for essential personnel involved in the study will not be allowed without the MPO’s prior approval and resulting delays will be the responsibility of the contractor. The MPO retains the right to request removal of any personnel found, in the MPO’s opinion, to be unqualified to perform the work. We request that the prime contract signatory be specified, with title, to facilitate the preparation of the contract.

E. Budget
   Respondents to this RFP are requested to submit a budget with their proposal. The work performed under this contract shall be on a fixed-price basis and any other costs outside shall be reviewed, accepted, and approved by the MPO, City personnel and Tyler City Council. The MPO, nor any associated agencies, will not liable for any costs incurred by Proposers in the preparation, presentation, testing, or negotiation of Proposals submitted in response to this solicitation.
EVALUATION PROCEDURES
A. The MPO RFP Evaluation Team will review the responses to the RFP on the basis of the respondent’s documented competence, technical qualifications, and understanding of the proposed scope of work that are received by the designated closing date (February 7, 2020 at 5:00pm).

B. The Evaluation Committee may elect to interview respondents in order to clarify their responses and/or for the respondents to make oral presentations. If interviews or presentations are held, the Evaluation Committee may re-evaluate the responses of those firms interviewed.

C. The RFP Evaluation Team reserves the right to contact respondents for clarification of information submitted. The MPO also reserves the right to contact references to obtain information regarding past performance, reliability, and integrity.

D. Consortiums, joint ventures, or teams submitting qualification statements will not be considered responsive to this RFP unless they have demonstrated in a “management plan” that all contractual responsibility rests solely with one “prime” contractor or legal entity of the “team”.

EVALUATION CRITERIA
The proposal evaluation criteria for the selection of the consultant will include:

1. Ability to complete projects and tasks as outlined in Scope of Work (25%)
2. Qualifications and experience of the firm, including reference checks, management techniques, and financial stability (20%)
3. Qualifications and experience of the staff (20%)
4. Understanding of transit operations and market; in addition to fixed route comprehensive operational analysis requirements (15%)
5. Record of performance based on client references (10%)
6. Cost of performing service (10%)

CONTRACT AWARD:
Evaluation team scores for each respondent will be averaged in various ways with the MPO reserving the right to choose the methodology for ranking.

The scores will be used to develop a list of proposers with whom negotiations may be conducted. Additional documentation shall be at the discretion of the City of Tyler and the MPO. The targeted date for City Council approval is March 25, 2020. The City Council reserves the right to change that date.

ETHICS REQUIREMENTS
As a recipient of Federal funds, the successful respondent is expected to agree to abide by the ethical standards established for all public employees. Prior to City Council approval of the contract, the successful respondent will be required to complete a Form 1295 through the Texas Ethics Commission and provide proof of submittal to the MPO.

COMPLIANCE WITH FEDERAL REGULATIONS
The successful respondent will be required to comply with, in addition to other provisions of the agreement, the conditions required by applicable Federal regulations, including the following:

A. Equal Employment Opportunity – Successful respondent will be required to comply with all applicable Equal Employment Opportunity Laws and Regulations.
B. Title VI Assurances – Successful respondent will be required to comply with all requirements imposed by Title VI of the Civil Rights Acts of 1964 (49 U.S.C. Section 2000d), the Regulations of DOT issued there under (49 C.F.R. part 21), and the assurances by the MPO thereto.

C. Disadvantaged Business Enterprise Participation – In connection with receiving federal transportation funding, Tyler Transit has established a goal of 1.0% Disadvantaged Business Enterprise (DBE) participation in its third party consulting opportunities. The MPO has an agreement with the Texas Department of Transportation (TxDOT) to follow the State’s DBE policy. Based on the scope of work for this project, TxDOT has established a DBE requirement of 0.0%. For the purposes of this RFQ, the larger of the two percentage requirements will be utilized. Each respondent is encouraged to take affirmative action and make every effort possible to utilize DBE firms in the performance of work under this contract. Nothing in this provision shall be construed to require the utilization of any DBE firm, which is either unqualified or unavailable.

MPO RESPONSIBILITIES

The MPO in consultation with Tyler Transit is responsible for project administration and final decisions on all contractual matters.

Further inquiries as to the Scope of Work should be directed to:

Michael Howell
MPO Manager
mpo@tylertexas.com

No oral interpretations as to the meaning of the RFP will be made to any respondent. Any explanation desired by a respondent regarding the meaning or interpretation of the RFP, Scope of Work, etc., must be requested in writing on or before February 5, 2020.

Responses to inquiries about the RFP and attachments and/or any addendums will be posted on the webpage https://www.cityoftyler.org/government/departments/development-services/plans/tyler-area-metropolitan-planning-organization/request-for-qualifications.
EXHIBIT A

SCOPE OF WORK FOR THE
TYLER AREA MPO TRANSIT ROUTE STUDY

In this Scope of Work, Consultant refers to the Team of Consultants with the Prime Consultant serving as the principal contact with the MPO. The scope of services to be provided by the Consultant involves developing a Transit Route Study for the Tyler Area MPO. In general, the Study is envisioned to consist of recommendations for a community-supported comprehensive network of multi-modal transportation options to connect neighborhood users to special generators and key destinations.

TASK 0 – PROJECT MANAGEMENT AND COORDINATION

The Consultant’s Project Manager, in coordination with the MPO staff, will be responsible for directing and coordinating all activities associated with the project.

0.1 – Progress Reports and Invoices

The Consultant will review the project schedule and prepare monthly progress reports for review by the MPO Manager. Invoices for all work completed during the period will be submitted monthly [with a progress report] for work performed by the Consultant and all Sub consultants. Monthly progress reports will include a summary of:

A. Activities, ongoing or completed, during the reporting period;
B. Activities planned for the following month;
C. Problems encountered and actions to remedy them;
D. Status, including a tabulation of percent complete by task, management schedule showing study progress, supporting documentation and,
E. Summaries of stakeholder or public meetings held.

0.2 – Control/Scheduling

At the beginning of the project the Consultant will prepare a graphic schedule indicating tasks, milestones, and deliverables.

0.3 – Sub-consultant Management and Meetings

The Consultant will prepare subcontracts for Sub-consultant(s), monitor Sub-consultant staff activities and adherence to schedules, and review and recommend approval of Sub consultant invoices. Also, the Consultant will schedule and participate in meetings throughout the project.

0.4 – Quality Assurance/Quality Control

The Consultant will provide continuous quality assurance and quality control throughout the life of the study. The prime consultant shall provide the MPO staff periodic opportunities to perform their contract monitoring duties of all consultant team agencies.

0.5 – Deliverables

- Project schedule;
- Monthly invoice and progress report; and
- Letter stating that the sub consultant agreements are in place.
TASK 1 – REVIEW

1.1 – Review Current Plans
The Consultant will reference the MPO’s current transportation planning documents. The Study will be consistent with and will advance the goals and objectives of the adopted planning documents. The plan will build upon these plans to establish a comprehensive multi-modal transportation network.

A. Tyler Transit Route Study (2010)
B. 2045 Metropolitan Transportation Plan (to be adopted November 2019)
C. Master Street Plan
D. 2016 Five-Year Regionally Coordinated Transportation Plan
E. Active Tyler
F. City of Tyler Comprehensive Plan, Tyler 1st, with particular focus on:
   i. Chapter 4: Downtown Master Plan
   ii. Chapter 10: Transportation and Circulation
   iii. Chapter 14: Implementation Plan
G. Area Development Plans:
   i. Texas College
   ii. University Woods
   iii. Midtown

1.2 – Public Transportation
The Consultant will review the existing public transportation network for providers of public transportation services (e.g. bus, rail, airports) and private providers of transportation (including intercity bus operators, employer-based commuting programs, such as carpool program, vanpool program, transit benefit program, parking cash-out program, shuttle program, or telework program). The analysis will include a summary of the availability and connectivity of these services, identify service gaps and discuss opportunities for improvements.

1.3 – Active Transportation
The Consultant will reference the recommendations of the Active Tyler plan to guide recommendations for improved connections for public transit, bicycle and pedestrian modes of transportation.

1.4 – Budget
The Consultant will review the existing revenue and expenses in regard to the current services provided in order to develop a route system which maximizes efficiency within the current budget and/or identify improvements within budget, as well as, identify unconstrained improvements, including identification of additional funding streams.

1.5 – Deliverables
- A brief memorandum outlining initial findings on the availability and connectivity of services, service gaps and opportunities for improvements.

TASK 2 – PUBLIC INVOLVEMENT

2.1 – Project Advisory Committee
The Consultant will form a community-based planning group, or Project Advisory Committee (PAC). The PAC will be composed of representatives from the private sector, government agencies,
non-profit communities, transportation providers, and representatives for pedestrians, bicyclists and the
disabled. These representatives will include citizens of Tyler and surrounding areas.

PAC members will be enlisted from each of the following key stakeholder organization types (if available):

- Financial (e.g., banks and loan institutions)
- Medical (e.g., hospitals and health clinics)
- Educational (e.g., primary, secondary, and post-secondary institutions)
- Social Services
- Dining
- Safety (Road safety, city engineers, power company, cable company & other utilities)
- Legal Services
- Grocery
- Fitness
- Recreation
- Parks
- Entertainment (e.g., Theaters, Bingo, etc.)
- Extracurricular Activities
- Nutrition Centers
- Assisted Living Centers
- Business Centers
- Workforce Development Centers
- Nonprofit Services
- Emergency Housing
- Emergency Services
- Alternative Transportation (e.g., Greyhound, Taxi, Airport)
- Mail Logistic Centers (USPS, FedEx, UPS)
- Utility Services;
- Community Centers
- Housing and Urban Development Centers
- Religious Services
- Neighborhood Services
- Vital Records
- Security
- Transportation alternatives
- Other

The role of the PAC will provide input on public transportation needs and alternatives for the community. The Consultant will conduct interviews with several key members of the community to determine the range of issues and to gather feedback on major transit issues, needs, and gaps in service.

2.2 – Public Involvement Methods
The Consultant is expected to utilize a range of stakeholder involvement methods to reach and engage the entities to maximize input throughout the plan development. The planning process shall combine face-to-face meetings with the use of digital tools to enhance stakeholder participation.

The consultant will create an engagement strategy that satisfies all Federal requirements. The Consultant will work with the MPO and transit administration to schedule and conduct regular review meetings throughout the project development process. The plan will include documentation of all stakeholder and public involvement activities and provide a summary of the feedback garnered.

2.3 – Public Meetings
The Consultant will provide personnel, documents and visual aids for two (2) meetings with the Public. All questions related to the analysis or any data or any alternatives presented will be answered by the consultant. Public meetings shall be equally distributed throughout the City of Tyler and surrounding areas. In addition, public meetings shall be held at reasonable times and dates to accommodate the public and interested parties. The meetings will be compliant with the MPO’s adopted Public Participation Plan (PPP).

2.4 – Digital Engagement
The Consultant will engage the public utilizing digital means which may include, but is not limited to: design, creation and launch of an on-line website with citizen survey, survey equipment (iPad kiosks
at public libraries, city halls, etc.), virtual public meeting or open house, interactive techniques during public meetings and other public outreach activities.

2.5 – Household Surveys

The Consultant will conduct surveys of a statistical sample of households in the Tyler Area to assess customer needs of service area residents. The surveys must be provided in both English and Spanish. The Consultant will request the following from each respondent:

- Sex
- Home Ownership or Rental Apartment
- Household Size
- Household Employment Density
- Employment Industry
- Minority Status
- Income Level
- Existence of Adequate Personal Transportation
- Age
- Mobile Device or Computer Usage, including smartphone ownership, smartphone type and application usage if owned
- Language(s) Spoken
- Length of Residence in Tyler area
- Highest Education Level Achieved, including whether household members are currently enrolled in school, school name and address if enrolled.
- Other questions to further identify need of riders and ADA Paratransit eligibility.

2.5 – Ridership Surveys

The Consultant will develop a survey for existing Transit users that will be distributed by the Transit Agencies. The survey will address the following:

- Trip purpose, which may include
  - Work
  - School
  - Shopping
  - Medical
  - Entertainment
  - Exercise
  - Errands
  - Food
  - Job search
  - Other
- Ridership levels at different times of day throughout the week and weekend
- Need for greater education on transit use
- How necessary transit use is for the respondent
- Affordability
- Veteran Status
- Age
- Disability Status
- Need for expanded service options (e.g., later in the evening or earlier in the morning)
- Satisfaction with ridership
- Other questions to further identify need of riders and ADA Paratransit eligibility.

2.6 – Deliverables

- A brief memorandum for each public meeting describing the event, attendance, questions, comments about the study, outcomes, and follow up needed; and
- A brief memorandum outlining reoccurring statements made through the digital engagement activities; and
A brief memorandum outlining reoccurring themes received from the household surveys; and
A brief memorandum outlining reoccurring themes received from the ridership surveys.

**TASK 3 – ANALYSIS**

**3.1 – Public Needs**

The Consultant will utilize the information gathered in Task 2 to evaluate and identify potentially underserved markets of service area residents and employees, including major destinations not currently accessible.

**3.2 – Inventory of Existing Transit Service**

The Consultant will review existing operational information of the existing public transit service and operations, as supplied by the MPO and transit administration. This information will identify the boarding and alighting levels of the fixed route operation. Following review of the data, The Consultant will prepare a technical memorandum documenting and describing the operation of each transit route, ridership, and measures of performance. The Consultant will address the following:

- Geographical characteristics
- Traffic Analysis (e.g. Accidents, jammed intersections, priority signaling, daily traffic counts)
- Trip Characteristics
- Market assessment
- Opportunities to split routes and impacts
- Candidates for restructured service and impacts
- New or additional routes and impacts
- Impacts on costs and ridership
- Ridership profiles
- Boarding and alighting by traffic survey zone
- Ultimate origins and destinations by traffic survey zone
- Ridership forecasting under a variety of scenarios
- Environmental justice.

**3.3 – Transit-Related Infrastructure and Multimodal Access**

The Consultant will assess and inventory transit-related infrastructures including transfer centers, stop amenities, park and ride lots, and pedestrian access. GIS maps will be prepared to show bus stop locations to major destination centers, daily boarding, shelter availability, and missing sidewalks to include curb-cuts.

From the data assessment and inventory, the Consultant will perform the following:

- Identify and develop new bus schedules
- Identify bus stop locations
- Fabricate/Install new color coded bus stop signs
- Recommend shelter types and locations
- Recommend Letting and construction of shelter improvement project
- Recommend Relocation of recycled bus shelters to new re-designed routes
- Recommend multimodal/hub facility location.

**3.4 – Deliverables**

- Technical memorandum documenting and describing the operation of each transit route, ridership, and measures of performance; and
- PDF copies of all system map(s) sized to their original aspect ratio.
TASK 4 – RECOMMENDATIONS

4.1 – Service Enhancements
The Consultant will use data collected from each of the previous tasks to recommend appropriate enhanced service frequencies where demand warrants and enhancements for fare strategies and programs, including use of Smart Card technology and rates for Medicare holders, elderly individuals, disabled individuals, veterans, adults, free children, paying children, students, seasonal programs, half-fare, day passes, monthly passes, semester passes, and student passes.

4.2 – Alternate Routes
The Consultant will use data collected from each of the previous tasks to develop several (minimum three) alternate bus routes. This may include cutting lengthy existing routes for dynamic services in high density areas. The Consultant will prepare a memorandum which will document the analysis methodology, ridership by route and system-wide for each alternative, and measures of performance. Each alternative will also be graded for how effectively it provides for the transportation needs of the elderly, disabled, low income, and commuters. Route development will follow Federal Transit Administration (FTA) and Texas Department of Transportation – Public Transportation Network (TXDOT, PTN) regulations for an urban system. The information used to discriminate alternatives will be organized into a decision matrix which will be used to present the alternatives to the MPO and transit administration staff for input and comments.

The Consultant will also assess the need for Transit services to and from surrounding communities. The Consultant will develop potential routes, times and will assess the effectiveness of each. The Consultant will follow Federal Transit Administration (FTA) and Texas Department of Transportation – Public Transportation Network (TXDOT, PTN) regulations for an urban system and any other mandated regulations in regard to providing service routes to surrounding City of Tyler areas and Urbanized Area (UZA).

Based on the recommended route changes, The Consultant will review the Tyler Transit resources that are available and what changes in resources would be needed to accommodate the proposed routes or additional services.

4.3 – Contractors and Mobility on Demand
The Consultant will make recommendations on the feasibility of utilizing contractors in situations where Transit providers will need to transfer a rider to perform the first or last mile will and assess the need for Mobility on Demand services and impacts.

4.4 – Deliverables
- A brief memorandum documenting the analysis methodology, ridership by route and system-wide for each alternative, and measures of performance; and
- PDF copies of the decision matrix used to discriminate the alternatives analysis.

TASK 5 – FINAL REPORT

5.1 – Report Contents
The Consultant will deliver a final report which addresses all Federal transportation planning requirements and reasonably satisfies all comments made during the public involvement phase of the
project. The report will include a description of the public engagement and contain a summary of how the feedback was incorporated into the decision making process.

The report shall be delivered in 8.5x11 inch portrait format. Separate maps, drawings and or other exhibits may be printed larger 8.5x11 in order to provide optimal detail.

5.2 – Draft Plan

The Consultant will document the project methodology, alternatives, and recommendations in a draft study report for submittal to the MPO and transit administration. The Consultant shall complete a Draft Market Analysis (DMA) and Field Study Analysis (FSA) with within five (5) months of executing the contract. The MPO and Transit administration shall have twenty (20) business days to review and comment on the draft plan. The Consultant will provide a presentation of the draft study to the MPO and transit administration. Based on these comments, the Consultant shall make the necessary changes to finalize the report.

5.3 – Presentation

Upon completion of the final report, the Consultant will present final report to Tyler City Council and other governing bodies accordingly. The Consultant, MPO and Transit administration will agree on presentation dates in line with Tyler City Council calendar to include other governing body calendars (MPO Policy Board, TAC Transit Advisory Committee, etc.)

5.4 – Deliverables

- Three (3) paper copies of the report (8.5x11 portrait format) and exhibits;
- One (1) digital copy of the report (8.5x11 portrait format) and exhibits in Adobe PDF format;
- One (1) digital copy of the report in an editable format such as MS Word or other common program; and
- PDF copies of all system map(s) in the report sized to their original aspect ratio; and
- GIS shapefile(s) (ESRI format or compatible) and associated database(s) of the finalized network proposal.

END OF EXHIBIT A