Responses to RFP Questions
Metropolitan Transportation Plan Support and Assistance (2019)
Updated January 4, 2019

1. **Task 4 (ROI):** Is the APO desiring just an ROI methodology and associated assumptions summarized in in a technical report or are you also requesting that the developed ROI methodology be applied to certain projects? If certain projects are desired to be analyzed from an ROI perspective, is there scope information available for these projects (such as number of projects, project length, new alignment, existing alignment, etc.) that we could use to help develop our cost estimate for the ROI analysis?

   We are requesting the development of a performance measure that the APO can use going forward. We are not requesting ROI be applied to any specific current or past project(s). However, we also recognize that it may be beneficial to "test" any proposed performance measure by applying it to actual past projects. Respondents may wish to budget some time and resources to this testing procedure, but we do not have any specific project in mind that we believe should be used as a test case.

2. **Task 5 (Summary Document):** Does the APO have a "ballpark" idea on the number of pages they expect to be included in the Summary Document? At quick glance, your existing 2040 MTP has 16 chapters, so if we assume 1 summary page per chapter, that would perhaps be approximately 16 – 20 pages for the Summary Document; maybe 25 pages on the high end?

   We would like a document that is exactly long enough to communicate the information to the public in an interesting and compelling way without being boring or wasteful of their time or attention. Large photos or graphics may take up considerable space, but may also make the document more readable and interesting. Twenty pages of boring text can seem much longer than 50 pages of interesting information. As such, we are reluctant to put a page limit on the summary document. Our goals are less about the size of the document than about how the information is presented. I realize this answer may not make it easier for you to develop a task budget, for which I apologize. But I also want to stress that respondents should not think of this task as a "normal" executive summary into which sections of the larger document are simply cut-and-pasted. The APO desires a document that 1.) uses clear, plain language; 2.) has good design and layout; 3.) uses graphic elements to communicate complex information, 4.) appears approachable and readable by the average person; and 5.) provides <u>relevant</u> information clearly. Be dynamic; be creative.