



**La Crosse Area Regional Transit Authority Feasibility
Study**

**Request for Proposal
RFP Released: 4/4/2025
Proposals Due: 5/9/2025 at 5:00pm CST**

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Section 1 - RFP Overview

1.1 Introduction

The La Crosse Area Planning Committee (LAPC) serves as the Metropolitan Planning Organization (MPO) for the La Crosse/La Crescent urbanized area. The LAPC represents towns, villages, and cities within the Metropolitan Planning Area (see image below). Dues-paying member communities represent the LAPC Policy Board, including Campbell, Holland, Medary, Town of Onalaska, Shelby, Holmen, West Salem, City of La Crescent, City of La Crosse, City of Onalaska, and La Crosse County. The LAPC has served the area since 1966 and continues to address local and regional transportation issues, planning, and decisions for the planning area, shown below. Additional information about the LAPC can be found on its homepage: <https://lacrossecounty.org/mpo>

Public transit providers that serve the region include:

La Crosse Municipal Transit (MTU):

- <https://www.cityoflacrosse.org/your-government/departments/municipal-transit-mtu>

Scenic Mississippi Regional Transit (SMRT):

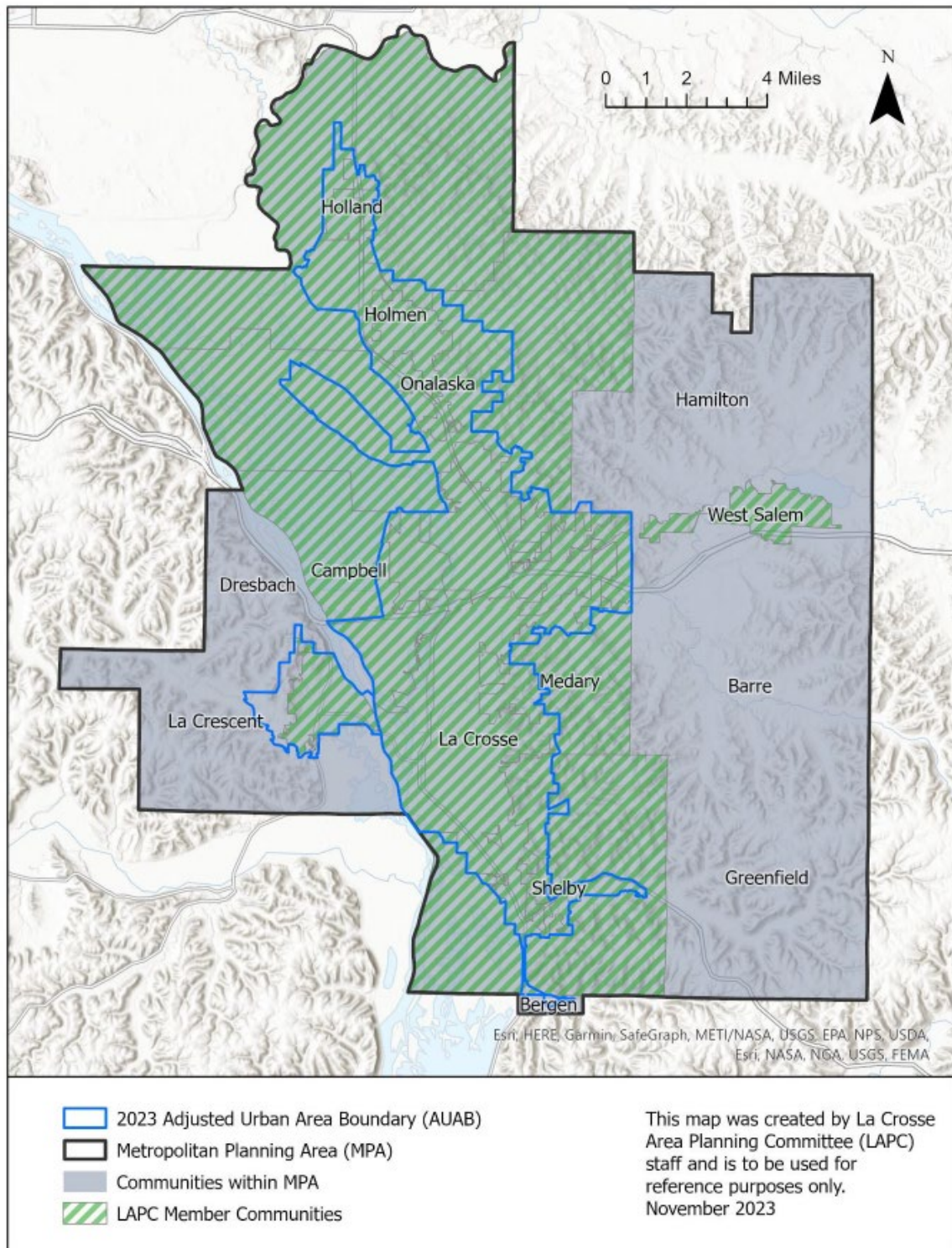
- <https://lacrossecounty.org/smrt-bus>

DriftLink Public Transit:

- https://www.onalaskawi.gov/departments/public_transit/index.php

The region is also served by several private transit companies that operate independently as well as contracting with agencies such as County ADRC's, area medical centers, and area senior living centers.

LAPC Metropolitan Planning Area (MPA)



1.2 Project Description

The La Crosse Area Planning Committee (LAPC) invites qualified consulting firms to submit proposals for conducting a feasibility study to evaluate the establishment of a Regional Transit Authority (RTA) serving the Greater La Crosse Area in Wisconsin. This study aims to assess the legal, financial, operational, and organizational feasibility of an RTA to enhance regional mobility, promote sustainable transportation options, and support economic growth.

Background

The notion of establishing a Regional Transit Authority (RTA) is a topic of discussion across Wisconsin and was previously highlighted in the La Crosse Area [Regional Transit Development Plan](#) (2021) and the previous two Metropolitan Transportation Plans ([2020](#) and [2015](#)), along with other long-range planning documents in the area. This plan identified the need for a more coordinated approach to transit services and set the foundation for exploring the feasibility of an RTA.

The Greater La Crosse Area, encompassing the Cities of La Crosse, Onalaska, La Crescent, the Towns of Onalaska, Shelby, Holland, and Campbell, and the Villages of Holmen and West Salem, is a vibrant region with a growing population and economy. Currently, public transit services are provided by the La Crosse Municipal Transit Utility (MTU) and various local providers, each operating independently with separate funding sources and service areas. This fragmented approach creates challenges in meeting regional transportation demands and limits the potential for expanding and improving services. Many rural areas within the area are home to an aging population with increasingly limited access to transportation options. This demographic challenge underscores the critical need for a coordinated and accessible transit system to support mobility and quality of life for all residents.

An RTA could provide a unified structure for planning, funding, and delivering transit services across jurisdictions, enabling more efficient operations, enhanced connectivity, and long-term financial sustainability. This study will explore the feasibility of establishing an RTA that aligns with Wisconsin state statutes and supports the region's goals for equity, sustainability, and economic vitality.

Scope of Work

Key tasks are anticipated to include the following:

1. **Stakeholder Engagement:**
 - Identify and engage key stakeholders, including local governments, transit providers, community organizations, businesses, and the public to form a project advisory committee (up to 10 members).
 - Conduct up to 5 focus groups and public workshops to provide information, gather input, and build consensus.
2. **Legal and Regulatory Analysis:**
 - Evaluate Wisconsin state laws, regulations, and policies governing the establishment and operation of an RTA.

- Identify state and local legislative changes, if needed, and provide recommendations for compliance.
 - Identify similar efforts across the state for collaborative opportunities and political appetite.
 - **Deliverable:** Briefing paper to summarize Legal and Regulatory Analysis.
3. **Governance and Organizational Structure:**
- Recommend potential governance models for the RTA, including administration, representation, decision-making processes, and intergovernmental agreements.
 - Define roles and responsibilities of a La Crosse Area RTA and member jurisdictions.
 - **Deliverable:** Briefing paper to summarize Governance and Organizational Structure
4. **Financial Feasibility:**
- Analyze funding mechanisms, including federal, state, and local funding opportunities, as well as potential tax or fee structures.
 - Develop cost estimates for RTA administration, operations, and capital improvements.
 1. If applicable, include projections and outline scenarios that will support financial sustainability.
 - **Deliverable:** Briefing paper to summarize Financial Feasibility
5. **Operational Analysis:**
- Assess existing transit services in the Greater La Crosse Area and identify opportunities for integration and efficiency.
 - Recommend service expansions, routes, and technologies to meet regional needs.
6. **Economic and Community Impact:**
- Evaluate the potential economic, social, and environmental benefits of an RTA.
 - Highlight impacts on equity, accessibility, and quality of life for residents, particularly underserved populations.
7. **Final Report and Recommendations:**
- Draft a succinct final feasibility study report.
 1. Report should highlight key issues, challenges, and decision points along with supporting data and documentation that can be included in an appendix.
 2. If an RTA is determined to be feasible, report should include near term (5-10 years) and long term (10+ years) goals and checkpoints.
 - Develop PowerPoint Presentation materials for public meetings and stakeholder briefings.
 - Present findings to the LAPC, stakeholders, and governing bodies.

Section 2 - Proposal Submittal Instructions

2.1 RFP Schedule

The following is a list of the important dates for activities related to the RFP process. LAPC reserves the right to change these dates and will post the changes on its web site.

Activity	Time	Date
RFP released		4/4/2025
Submission of proposals		5/9/2025
Vendor Interviews		Week of 5/19/25
Consultant Selection		By 5/26/25
Notice to Proceed		June 2025
Contract End Date		April 2026

2.2 Submission of Questions

Questions regarding this RFP should be directed to Bob Gollnik, LAPC Director at (608) 785-5977, or rgollnik@lacrossecounty.org. LAPC will maintain a list of questions and answers on the LAPC website (www.lacrossecounty.org/MPO) for consultant information. Questions will be accepted until *April 30, 2025*, to ensure all parties have adequate time to review the answers. Additionally, there are no circumstances that would allow proposals received after the deadline to be accepted.

2.3 Budget and Period of Performance:

This effort is not to exceed \$75,000. This contract time frame extends until April 30, 2026. These work items can be conducted concurrently, where practical.

2.4 Proposal Requirements

All consultants or consultant teams are required to prepare a proposal as part of this submission. The cost of proposal preparation is not a reimbursable cost. The total written proposal should be no more than **ten (10)** pages in length. One page is defined as one face of an 8½" x 11" sheet (landscape or portrait), with a minimum font size 12. A cover letter and/or cover page do not count against the 10 page limit. Section dividers do not count toward the page limit.

We recommend clear, concise, and complete information about each firm emphasizing unique qualifications and ability to provide the highest quality services. In order to be considered responsive to this RFP, each proposal must conform to the following requirements LAPC prefers digital copies of the proposal requirements, however, printed copies will be accepted. The prospective consultant shall:

- Submit one (1) digital copy of the Technical Proposal with all pages numbered consecutively OR one (1) printed copy.

- Clearly indicate the name and address of the prime consultant in either the email or on the sealed package.

The LAPC reserves the right to reject any and all proposals, and to waive any formality in proposals received, to accept or reject any or all of the items in the proposal, and award contracts in the best interest of the La Crosse Area Planning Committee.

Requirements

The proposal should demonstrate that the proposer understands the intent and scope of the work, the character of the deliverables, the services required for their delivery, and the specific tasks that must be performed to supply these services. In addition, the proposer must demonstrate qualifications to supply the required services.

The proposer shall prepare a Scope of Services for the project, featuring each of the items listed below. The proposer is encouraged to include additional scope of service tasks that it feels should be included. To the extent possible, LAPC is interested in unique cost-effective approaches to completing the project items and the final Scope of Services will be subject to negotiation. The selected consultant will be responsible for actively managing the project and for providing all services listed under the scope of work.

Guidelines

The Proposal should contain the following information in the order listed:

1. Statement of Qualifications and Experience, including key staff that would be involved in the project and their roles
2. References: 1-2 recent references for related work products
3. Scope of Services (Project Approach)
4. Project Costs
5. Insurance Coverage

All proposals shall be submitted in .pdf format to rgollnik@lacrossecounty.org. A combined document with proposed scope and workplan is acceptable.

Proposals received after the above date and time will not be reviewed.

2.5 Ownership of Proposals

All proposals submitted on time become the property of LAPC upon submission, and the proposals will not be returned to the Vendors. By submitting a proposal, the Responder agrees that LAPC may copy the proposal for purposes of facilitating the evaluation.

2.6 Other information

Vendors may submit any other information that is not described in this proposal that would be beneficial to LAPC. If in the vendor's opinion the LAPC has overlooked anything material or relevant, such item(s) may be brought to the LAPC's attention and be included in the proposal.

2.7 Public Records Law

All proposals are subject to the Wisconsin Public Records Law.

3.1 Evaluation Criteria

LAPC will evaluate the proposals using the criteria described below.

Category	Points
Qualifications/Relevant Experience	30
Technical Approach & Methodology	30
Proposed Timeline and Ability to Meet Deadlines	20
Cost effectiveness	10
References/Past Performance	10
Grand Total	100

3.2 Initial Evaluation

Each proposal shall receive an initial evaluation. The proposals will be reviewed by an evaluation team. The highest evaluated vendors; up to 3; shall be requested to meet with the evaluation team for an interview. Vendors will be contacted no later than 5/13/2025 regarding their interview status. Vendors advancing to the interview stage will receive an interview agenda at that time. Interviews can be facilitated in-person or virtually.

The successful vendor shall be required to sign the Certification Regarding Suspension and Debarment Document stating they are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any Federal department or agency. If the successful vendor cannot, in good faith, sign the certification document the the right is reserved to reject such vendor and negotiate a final agreement with the vendor who has the next most viable proposal or bid.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

The undersigned (authorized official signing for the applicant organization) certifies to the best of his or her knowledge and belief that the applicant defined as the primary participant in accordance with 45 CFR Part 76, and its principles:

- (1) are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any Federal department or agency.
- (2) have not within a 3-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain or performing a public (Federal, State, or local) transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statement, or receiving stolen property;
- (3) are not presently indicated or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (2) of this certification; and
- (4) have not within a 3-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

Should the applicant not be able to provide this certification, an explanation as to why should be placed after the assurances page.

The applicant agrees that it will include, without modification, the clause titled "Certification Regarding Debarment, Suspension, In-eligibility, and Voluntary Exclusion-Lower Tier Covered Transaction". Appendix B to 45 CFR Part 76 in all lower tier covered transactions (i.e., transactions with subgrantees and/or contractors) and in all solicitations for lower tier covered transactions.

VENDOR NAME _____

BY _____ Date _____
(Signature of official authorized to sign)