

CITY OF IDAHO FALLS

REQUEST FOR PROPOSALS

FOR

MICROTRANSIT SERVICES

December 22, 2021

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The City of Idaho Falls is accepting proposals from qualified vendors interested in providing flexible transit services in the form of mobility on-demand/microtransit for the general public. Following is a brief description, definition of the scope of work, list of required items to be included in the proposal and description of the selection criteria.

GENERAL TERMS

This Request for Proposals (RFP) does not commit the City to enter into an agreement or to pay any costs incurred in the preparation of a proposal or in subsequent negotiations.

RESERVATION OF RIGHTS BY IDAHO FALLS

The issuance of this RFP does not constitute an assurance by the City that any contract will actually be entered into by the City, and expressly reserves the right to:

- Waive any immaterial defect or informality in any response or response procedure
- Reject any and all proposals
- Reissue the RFP
- Invite additional respondents to the request
- Request additional information and data from any or all respondents
- Extend the date for submission of responses
- Supplement, amend, or otherwise modify the RFP and cancel this request with or without the substitution of another RFP
- Disqualify any respondent who fails to provide information or data requested herein or who provides inaccurate or misleading information or data
- Disqualify any respondent on the basis of any real or apparent conflict of interest

By responding to this solicitation, each respondent agrees that any finding by the City of any fact in dispute as to this solicitation or the responses thereto shall be final and conclusive, except as provided herein.

CONFLICT OF INTEREST

By the submission of a proposal, the Vendor agrees to ensure that, at the time of contracting, the Vendor will have no interest, direct or indirect, that would conflict in any manner or degree with the performance of the Vendor's obligations under the Agreement. The Vendor shall further covenant that, in the performance of the Agreement, the Vendor shall not employ any person, or subcontract with any entity, having any such known interest.

EEO REQUIREMENTS

Respondent, by submission of a proposal, agrees to not discriminate against any worker, employee, application subcontractor or any member of the public because of race, color, gender, age, national

origin, or disability, or otherwise commit an unfair employment practice. Respondent further agrees to comply with all Federal, State, and local equal employment opportunity requirements.

PROPRIETARY MATERIAL

The City assumes no liability for disclosure of proprietary material submitted by respondents. Proposal submittals shall be considered public documents under applicable state law except to the extent portions of the submittals are otherwise protected under applicable law.

PROJECT DESCRIPTION

PROPOSED PROJECT: The proposed project involves developing and implementing flexible transit (public transportation) service for a two-year pilot project in the form of mobility on-demand/microtransit services for the general public in Idaho Falls. The City of Idaho Falls seeks a turnkey/all-in-one service to include the necessary technology, labor, and vehicles for complete operations management. Funding for the pilot project will be provided via a grant in the anticipated amount of \$4,191,157 to the Idaho Transportation Department from the Section 5307 Small Urbanized Coronavirus Aid, Relief, and Economic Security (CARES) Act funds. It is expected that the selected contractor will share in operational risk through discounting the cost to the city through collection of fare box revenue.

Specific items of work included within the proposed project shall be designed to address all anticipated Federal Transit Administration grant funding requirements.

SCOPE OF WORK

Services completed by the Vendor shall include the following:

- Creation and maintenance of a software platform (includes trip planning, booking, payment, tools, etc.) to provide efficient (highly automated) scheduling and dispatching of service, and to allow customers to book trips, cancel trips, pay for trips, request additional assistance, ask questions, make complaints, request refunds, or receive general support. Provision of a telephone-based “dial-a-ride” option to ensure equitable access for those with no or limited internet/smartphone access.
 - Ability to work with GTFS-Flex.
 - Electronic fare payment systems compliant with Title VI of the Civil Rights Act of 1964.
 - Trip pricing will be transparent and easy to understand such that residents will be able to clearly identify the approximate price of trip in advance of taking the trip.
 - Vehicle information will be transparent and easy to understand such that residents will be able to clearly identify the vehicle prior to booking a trip.
 - Coordination of passenger pre-registration, scheduling, and dispatch processes for paratransit vehicles and service.
 - Ability to apply different rate structures based on rider characteristics or qualifications (i.e., persons with disabilities, elderly, students).
 - Ability to request an ADA accessible vehicle on-demand.

- Door-to-door service provided, upon request. Driver will assist elderly users from the door of their home (or main entrance, if a multi-unit building) to the door of the vehicle, including helping senior citizens or disabled enter and exit the vehicle, assisting with bags and with stairs, as necessary.
- The service will cost less for shared trips than private trips.
- Multiple passengers travelling together and under a single booking will not incur additional fees.
- Accommodation of walk-up riders and cash payment to ensure equitable access for low-income customers and customers without bank accounts.
- Service with the following characteristics:
 - Vendor shall be responsible for adhering to all regulatory policies, permitting requirements, and approvals pre-launch and while operational. Vendors will be required to understand and adhere to all regional, state, and federal regulations including the needs of riders under the Americans with Disabilities Act, Title VI of the Civil Rights Act of 1964, and the Federal Executive Order on Environmental Justice.
 - Service characterized by flexible, frequent, and reliable shared-ride services with an emphasis on efficiency and quality of service.
 - Service to all areas within the city limits of Idaho Falls.
 - Timely and responsive agency and customer support with a dedicated local field manager, including customer service availability during all hours of operation.
 - Service six days per week for 14 hours per day.
 - Headways of no more than 30 minutes.
 - Ability to commence service within 8 weeks of contract approval.
 - Ability to adjust the service (including the number of vehicles in service and the hours of service) based on assessment of performance by the City of Idaho Falls Transit Coordinator and the Idaho Transportation Department, within the bounds of a minimum and maximum cost for service for the duration of the contract negotiated prior to the launch of the pilot project.
- Leasing, maintaining, cleaning, storing and fueling the vehicle fleet. Vehicle fleet provision that ensures safety, cleanliness, adequate insurance, and storage.
 - Signage on the interior and exterior of the vehicle must be accommodated. This could include exterior signage such as advertisements or interior signage mandated by FTA.
- Hiring, training, on-street operations supervision, coordination, service monitoring and training for operators. Process to ensure operators are fully trained, professional and licensed.
- Securing and management of the Reporting Locations (i.e., remote vehicle storage for the operations).
- Conducting of targeted communications campaigns within deployment areas, and effective marketing tools, resources, and outreach support to implement service:
 - Outreach, marketing, and consumer education for the new services will be critical to service adoption among transit customers as transit has not been operating for almost 3 years. The selected Vendor must spearhead and support these efforts.
 - Plan shall define tactics and practices that are necessary to successfully launch a new mobility-on-demand service. Plan shall include ongoing engagement with existing and new customers throughout the pilot period.

- Plan shall summarize industry standards/strategies for projecting usage of a service, including (but not limited to) performance indicators and standards, data collection methodology, and performance targets.
- Routine collaboration with and support services to the City of Idaho Falls Transit Coordinator and the Idaho Transportation Department, as well as periodic collaboration as needed with additional Greater Idaho Falls Transit Service (GIFT) pilot project partners, including the Bonneville Metropolitan Planning Organization
- Comprehensive, clear, ongoing and real-time performance data collection and provision to the City of Idaho Falls, pilot project partners, and general public, including a data dashboard, in the categories of Ridership, Customer Service and Satisfaction and Financial Performance:
 - Specific performance metrics will be negotiated prior to the launch of the pilot project and will be common key performance indicators that are frequently used by transit professionals to determine the health and vitality of a transit system and will include mutually agreed upon baselines, interim milestones, and targets for each metric.
 - The City of Idaho Falls will negotiate periodic performance reviews of the effectiveness of the service based on the chosen metrics with a view, inter alia, to expanding or altering the scope or operation, as deemed necessary.
 - The City of Idaho Falls and Idaho Transportation Department will have full access to, and ownership of all data associated with the pilot service, including robust reporting capabilities with administrative (“backend”) dashboard access.

PROPOSAL CRITERIA

Proposals exceeding **15 pages** will not be accepted by the city. Project references and staff resumes must be included within appendices and will not be included within the proposal page count. Front and back cover pages are acceptable, and do not count in the proposal page total.

SELECTION CRITERIA

Proposals shall contain and be rated on, as a minimum, the following five sections of information:

1. Vendor’s history and capability to perform the service (15%)

- Capacity to provide the service in a timely manner.
- Specific experience in providing flexible transit services.
- Experience with transit projects funded by FTA.

2. Vendor’s qualifications and experience with projects of similar size and scope (15%)

- Prior relevant experience.
- Staff’s educational and relevant qualifications.
- Qualifications of proposed Project Manager.
- Qualifications of outside consultants who may work on the project.
- Sample of prior work.

3. Vendor’s familiarity with and proximity to project (10%)

- Applicant’s methodology and understanding of project needs.
- Familiarity of local geography and facilities.

- Demonstrated understanding of scope of work.

4. Vendor's proposed project approach and schedule (40%)

- Quality and clarity of proposal.
- Estimate of time it will take to establish service.
- Price proposal including costs for technology, labor, vehicles, and other costs necessary to full complete the procurement pursuant to the proposal terms, conditions, and specifications. The proposer should provide the total implementation cost and total cost on an annual basis.

5. Submitted references from projects of similar size and scope (20%)

- Three entities currently using the proposer's services in a capacity similar to those described in this RFP and familiar with the applicant's reputation for successful completion of projects.

PROPOSAL EVALUATION AND SELECTION

An Evaluation Committee will evaluate and determine the individual and comparative merits of each of the responses received. It is the responsibility of the Vendor to ensure that it complies with this solicitation and provides the information requested. If the Vendor fails to provide any information requested in this solicitation, such failure may result in either a lowered evaluation score or disqualification of the response. As part of the evaluation and selection process, the City reserves the right to require the top-ranked respondents to give an online presentation and/or answer interview questions.

The City intends to notify the successful and unsuccessful vendors as soon as practicable after the evaluations have been completed and after approval has been given on the Evaluation Committee's recommendations. Negotiations will then begin with the selected Vendor. If negotiations break down with the top ranked Vendor, those negotiations will be formally ended and negotiations will begin with the next highest ranked Vendor.

PROPOSAL DEADLINES

All proposals must be received by Idaho Falls no later than **4:00 P.M. MST on Thursday, January 27th, 2022**. Mailed proposals shall be mailed to the mailing address shown below or may be dropped off in person to the following street address. Emailed proposals to Krista Thornton are acceptable in "pdf" format and the same deadlines apply.

Street Address: 380 Constitution Way
Mailing Address: P.O. Box 50220 Idaho Falls, Idaho 83405

For more information regarding this proposal, contact:

Krista Thornton, Procurement Specialist
Email: kthornton@idahofalls.gov

All project specific questions shall be directed by e-mail to Krista Thornton. No questions will be

accepted by telephone. All questions will be responded to by e-mail, within two working days of receipt of the question(s).

Interested Vendors are encouraged to submit a contact e-mail to Krista Thornton with a request to be included on an electronic mailing list. Vendors on the mailing list will receive copies of the response to all project questions submitted. All questions and answers will be confidential, and no vendor's will be identified in the responses. No project specific questions will be accepted after **5:00 P.M. MST on Monday, January 24th, 2022.**