

## REQUEST FOR PROPOSALS

### MICROTRANSIT SERVICES - THE DOWNTOWN & EAST AREA OF JACKSON, WYOMING

- Requested By: Southern Teton Regional Transit Agency (hereinafter "START")
- Proposal Due Date: August 6, 2021 at 5 PM Mountain Standard Time
- Pre-Proposal Questions: The Town of Jackson encourages firms to provide written questions regarding this solicitation by July 16, 2021 at 2pm (MST) to Larry Pardee, [lpardee@jacksonwy.gov](mailto:lpardee@jacksonwy.gov). Responses will be posted on the [www.startbus.com](http://www.startbus.com) website by 5 pm (MST) on July 23, 2021.
- Pre-Proposal Conference: June 30, 2021 at 11AM (MST) Via Zoom Attendance **is mandatory**. Log-in/Call-in information will be posted on the above website prior to the Conference.
- Proposal Submission: Please provide one hardcopy of your proposal **via sealed envelope Federal Express, United Parcel Service, or hand delivered ONLY** to:
- Town of Jackson, Wyoming  
C/O: Larry Pardee, Town Manager  
150 Pearl Avenue  
P.O. Box 1687  
Jackson, WY 83001
- In addition, please provide an electronic copy of your proposal emailed to Larry Pardee, [lpardee@jacksonwy.gov](mailto:lpardee@jacksonwy.gov).
- Proposal Available From: The REQUEST FOR PROPOSALS is available for download from: [www.startbus.com](http://www.startbus.com)
- Addenda: Any addenda will be available on the website above. Proposer is responsible for checking the website for addenda until the proposal opening date.

In addition to price and addenda, the criteria set forth herein may be considered in judging which Proposal is in the best interest of START: Project understanding; Platform; Vehicles; Wheelchair accessibility; Drivers; Data collected, Project management; Reference responses.

The Town reserves the right to **reject any or all bids submitted**, in whole or part, and to waive any informalities.

BY ORDER OF TOWN OF JACKSON

Larry Pardee, Town Manager

## PROJECT INTRODUCTION, BACKGROUND AND GOALS

- 1.1) The Town of Jackson, Wyoming is a premier residential and tourist community in western Wyoming with a population of 10,000, and a total county population of 20,000. The Town limits include 2.95 square miles in southern Teton County. The Town sees over 4 million visitors per year in the community as a result of its foremost location surrounded by national park, national forest and national elk refuge lands.
- 1.2) The START system is funded by the Town of Jackson, Teton County, Wyoming and the federal government. It has been in operation since 1987 and was first implemented to provide skier transportation from the Town of Jackson to Teton Village. Today START serves school-age children, tourists, and locals who all enjoy comfortable, reliable public transportation year-round. START also provides commuter service Monday through Friday from Star Valley, Wyoming and Teton Valley, Idaho to Jackson.
- 1.3) Despite START serving the community with fixed-route buses and paratransit, the Town has a high rate of single-occupancy vehicle commuters and it seeks to reduce its automobile dependency. To support the adopted goals of the *Jackson/Teton County Integrated Transportation Plan* it is necessary to reimagine transit services both to reduce auto use in Jackson as well as to better provide “first-mile/last-mile” connections with regional services.
- 1.4) START recently adopted a Route Plan that identified the need to implement Microtransit service connecting the eastern portion of Jackson with downtown and a new transit center. This strategy will allow fixed routes to operate more efficiently while also better serving the dispersed areas of east Jackson. The planned service area for the Microtransit service is shown in Exhibit 1, attached. START seeks to partner with a private company to:
  - a. Implement and operate an on-demand, Microtransit system for the Town;
  - b. Provide and manage a standalone App-based rider reservation and real-time information system;
  - c. Prepare monthly ridership and service performance reports.
- 1.5) The START Board has established a preliminary budget figure of \$760,000 for the first full year of this service. A portion of these funds will be provided through the Federal Transit Administration 5311 Formula Grants for Rural Areas Program. As such, the successful Proposal will be expected to enter into a contract that includes specific standard contract terms required for this grant program, commonly referred to as FTA Certifications and Assurances. These will be provided upon request and to successful vendor.

**1.6) Community Goals:**

- a. Create an affordable, efficient transportation option for visitors to travel between popular tourist points of interest within the central/eastern Town of Jackson without using single-occupancy vehicles;
- b. Create an expedient and inexpensive transportation option for residents traveling between work, home, grocery stores and other daily locales within the Town of Jackson as an alternative to private, single-occupancy vehicle trips;
- c. Provide real-world experience in the provision of microtransit service that may in the future be applied to other areas of the community and region.

**1.7) For the purposes of this Request For Proposals (“RFP”), “Microtransit services” is defined as follows:**

- a. IT-enabled, multi-passenger, transportation services that serve passengers using dynamically generated routes and enable passengers to make their way to and from common pick-up or drop-off points. Microtransit services provide mass transit-like service on a smaller, more flexible scale.
- b. START envisions a public Microtransit service system that will provide convenient and cost-effective public transportation for residents, workers and visitors. The Microtransit service system in Jackson will have a service area of approximately 1.6 square miles within which are neighborhood nodes, business districts and corridors, as well as cultural, educational, and recreational destinations, and fixed route transfer points. The Microtransit service system and its associated infrastructure must integrate well with each of these elements.
- c. START envisions providing all residents and businesses with a high quality, well-maintained Microtransit service system that efficiently integrates multiple transportation options across the region, while strengthening the local economy and reducing existing environmental impacts of vehicular travel in the community.

**1.8) Proposers are encouraged to carefully consider that ridership levels (and thereby service levels) will vary over the course of the year. Exhibit 2 presents monthly ridership data (Pre-COVID) illustrating this seasonality, focusing on the Town Shuttle serving Jackson (reflecting the variation in local trips within the microtransit service area) as well as the Teton Village service connecting Jackson with the ski resort (with which the Microtransit service will transfer passengers). Additional information may be found at: <https://www.jacksonwy.gov/545/2020-2025-Route-Plan>.**

- 1.9) Within 90 days of the date of submittal for this RFP, START intends to publish an additional RFP addressing systemwide technology integration (computer aided dispatch, automated vehicle location, etc.). These RFPs, if the second RFP is issued as intended, are independent and not contingent on each other.
- 1.10) START may in the future (outside of the scope of this RFP) expand microtransit service to other areas, such as the southwestern portion of Jackson and/or to the Jackson Hole Airport or expand the hours of service. Proposers should include a qualitative discussion of their ability to expand to serve new areas.

## 2. SCOPE OF WORK | MICROTRANSIT SERVICES

- 2.1) Proposals must provide a pooled rideshare service within the service area defined in Exhibit 1, allowing customers to request a seat on a flexible schedule and be dropped off at or close to their final destination. All passenger trips shall begin and end within the service area.
- 2.2) Anticipated date of contract finalization is October 1, 2021. The service term of this contract is for three years, commencing on November 27, 2021. Upon mutual agreement, the term can be extended on an annual basis for up to two additional years.
- 2.3) Proposals must provide services within the service area outlined in Exhibit 1 from 6:00 am to 12:00 am daily, 365 days per year.
- 2.4) START's target Level of Service (LOS) consists of the following three metrics:
  - a. A maximum of 10-minute response time (between the time of the ride request and when the vehicle arrives for pickup) for at least 95 percent of ride requests.
  - b. A maximum in-vehicle ride time of 15 minutes, for at least 95 percent of trips.
  - c. No more than 0.5 percent missed trips.

Exceptions will be made when road closures or other conditions outside the control of the contractor impact the ability to meet these standards.

- 2.5) This service will be provided free to the passenger (no fare required).
- 2.6) START is **NOT** interested in any proposal that includes the expectation of a gratuity either in cash or via app. No tips will be solicited for service provided, either on an app or with the provision of an on-board tip jar. No materials related to the service (app, business cards, decals, etc.) will refer to acceptance of gratuity in any manner.
- 2.7) Proposers must provide the ability to serve passengers requiring a Wheelchair Accessible Vehicle (WAV). Drivers shall receive training in serving persons with disabilities prior to in-service work.
- 2.8) Cost proposals shall be provided on a "Fixed Monthly Plus Per Vehicle-Service-Hour"

basis. Proposals must provide an estimate of the annual vehicle-hours needed to meet the LOS standard.

- 2.9) Proposals must offer a smartphone app (compatible with the last 3 major versions for both iOS and Android and updated to be compatible as new versions of iOS and Android are released) as the primary tool to request service.
- 2.10) Proposals must offer an app-based customer interface via which customers may reserve and/or cancel their seat on their desired trip in advance.
- 2.11) Proposals must offer an option for passengers to request a ride for those without access to a smartphone.
- 2.12) Higher value will be placed on proposals that deploy a centralized software platform able to complete the following tasks in a fully automated manner without human intervention:
  - a. Receiving all trip requests through the smartphone app and call center.
  - b. Processing the origin-destination pair for each trip request to confirm whether the trip is indeed a qualified trip.
  - c. Identifying whether the customer is requesting a regular service or a WAV service and assigning a vehicle appropriately.
  - d. Assigning and dispatching a vehicle to complete each trip on the most efficient route while ensuring that the agreed upon LOS for all customers in that vehicle will be met.
  - e. Routing the driver around closed roads, construction detours and areas determined as off limits.
  - f. Matching riders into trips so that the number of vehicle miles traveled is minimized and the occupancy to vehicle capacity ratio is maximized.
  - g. Providing an accurate and real-time estimation for both time of pick-up and time of arrival to the customers.
  - h. Providing an accurate estimation of the pickup location so the customer knows from which direction the vehicle will approach.
  - i. Providing an interface to follow up with customers in order to i) rate their experience, ii) answer questions related to trip(s) purpose(s), iii) answer questions related to personal transportation mode shifts, and iv) communicate regarding lost and found items.
  - j. Integrating into a trip planning apps on both Android and Apple platforms, such as “Google Transit” and “Apple Maps.”

- k. Identifying eligible trips, defined as trips within the service area, and identifying ineligible trips, defined as trips entirely outside the service area and trips beginning **or** ending outside the service area.
  - l. Pooling users with similar origins/destinations and departure times.
  - m. Providing a mechanism (e.g., Application Programming Interface (API), File Transfer Protocol (FTP), etc.) for making the mobility data listed below available for use by START for runcutting, dispatching, real-time information dissemination and trip planning.
- 2.13) Proposals must include Proposer’s ability to share data on on-time performance.
- 2.14) Proposals must include Proposer’s ability to share data on cancellation rates and how they may relate to other factors such as wait time (controlling for weather).
- 2.15) Proposals must include Proposer’s ability to share data on unique new riders and statistics on rider retention over time.
- 2.16) Proposals must include Proposer’s plan to obtain insurance coverage to comply with State of Wyoming and FTA regulations.

### 3. SPECIFICATIONS | VEHICLES

- 3.1) The Proposal fleet is defined as the pool of vehicles made available to provide the proposed service. These vehicles may be owned by the Proposer or accessed via an affiliation agreement. Proposals must specify the fleet size considered sufficient to ensure service provision at the proposed LOS at any given time during the defined service hours, specifically including periods of peak demand.
- 3.2) Proposals must provide information on the ability to add vehicles temporarily upon START’s request for large local and regional events or other needs. Proposals must detail a planned spare ratio and method of handling mechanical issues without service interruption.
- 3.3) START encourages (but does not require) the use of battery electric vehicles in this service. In addition, the vehicles shall provide passenger weather protection during inclement weather. Beyond these factors, START does not request any particular vehicle specification in terms of brand, etc., so long as each vehicle used is licensed to provide the transportation service offered in the Proposal.
- 3.4) Proposals must provide a plan for the storage of fleet vehicles, including charging needs related to any electric vehicles proposed.
- 3.5) All vehicles must be equipped with the necessary data and voice connectivity, hardware

and software tools to receive customer trip requests on-demand, and passenger pick-up and/or drop-off locations as assigned by the central trip-dispatching platform. All drivers will be trained in using these tools while operating their vehicles before any provide service.

- 3.6) Vehicles may be wrapped or decaled in a branded design approved by START. No other exterior advertising will be allowed. Interior advertising (including via tablets) may be allowed to offset costs to START. Any such option must be detailed in the cost proposal as outlined in Section 7.6.
- 3.7) Proposals must include a WAV-based service or an equivalent as part of the project. An equivalent WAV-based service may be achieved by: i) making the full-service fleet wheelchair accessible or; ii) having a share of the fleet be WAVs and ensuring that there is always a sufficient number of WAVs available during service hours to deliver such services to the target LOS.

#### 4. SPECIFICATIONS | DRIVERS

- 4.1) Drivers may be employees of the Proposer (or one of the entities that make up the Proposer), individual subcontractors of the Proposer, or affiliated drivers to any of the entities that make up the Proposer.
- 4.2) START does not require the Proposer have any particular number of affiliated drivers, so long as the Proposer can ensure that it will provide a sufficient number of drivers to provide its proposed LOS at any given time during service provision hours, including periods of peak demand.
- 4.3) All drivers must hold a valid Wyoming driver's license providing legal authority to operate the specific service and vehicle type offered by the Proposer in its proposal.
- 4.4) Proposals must provide information on the following driver policies: i) customer service training, including training related to ADA and WAV requests; ii) customer service policies; iii) method of handling customer complaints; iv) progressive discipline policy for employment infractions; v) drug and alcohol policies; and vi) background check requirements.

#### 5. SPECIFICATIONS | DATA SHARING

- 5.1) START is **not** interested in acquiring any type of Personally Identifiable Information (PII), either willfully or incidentally, collected by the Proposer and any customer data must be anonymized to the greatest extent possible before it is passed on to START.

- 5.2) Explain the protocols your company will put in place to anonymize customer data to the greatest extent possible before it is passed on to START.
- 5.3) Deliverables and Data Ownership. Proposer must share microtransit data with START, who owns the data from this program. Proposer shall provide START monthly reports and data to include but not be limited to:
- a. The peak number of vehicles operating each day in the Town;
  - b. The vehicle-hours and vehicle-miles operated in service (excluding deadhead travel) and total vehicle-hours and vehicle-miles (including deadhead travel), consistent with FTA National Transit Database definitions by vehicle and by day.
  - c. The total number of users segregated into new users and returning customers;
  - d. Data related to ridership connection via app, telephone, etc.;
  - e. Ridership payment data, i.e., paid via debit card, credit card, app-based transfer, cash, etc.;
  - f. On-time performance;
  - g. In-vehicle ride time;
  - h. Number of missed trips;
  - i. Data on cancellation rates and wait time and its effect on retention;
  - j. The ridership by hour;
  - k. Detailed miles traveled report of cost per mile and cost per hour, and passengers per hour and passengers per mile;
  - l. Average weekday boardings;
  - m. Average Saturday and Sunday boardings;
  - n. User demographics specifying rider age, gender, and state of residence;
  - o. A copy of all customer written complaints; a summary of customer oral complaints including the number of oral complaints per month; a copy of all reports provided to law enforcement; a copy of all reports provided to any and all state and federal transportation agencies and boards;
  - p. Descriptions of all accidents and passenger incidents, including date/time, location, personnel involved, initial response (including any involvement of public safety personnel) and ultimate resolution.

## 6. SPECIFICATIONS | PROGRAM MANAGEMENT



- 6.1) Proposals must offer a program team charged with collaborating with START in all matters related to the planning and implementation phases of the program, including attending video and/or phone conferences, in-person meetings, conducting on-site analyses, preparing reports as required in 5.2, and invoicing START for the services provided.
- 6.2) The Proposer and START will agree on a marketing and promotional plan prior to project launch. There cannot be marketing partnerships between the Proposer and any third parties without prior approval of START. START will review any material prepared prior to its use by a third-party, reserving the right of final approval. START reserves the right to prepare and post information about other mobility services within the Proposer's fleet vehicles.

## **7. TECHNICAL PROPOSAL REQUIREMENTS**

### **7.1) Company Information**

- a. State the name of your company (or companies), area(s) of expertise, and experience.
- b. State the name of the company's Proposal representative and his/her contact information.
- c. Introduce key points of contact, including each person's resume.
- d. Provide three (3) references related to this specific project, including current contact information for each.
- e. State how many microtransit projects the vendor has piloted and deployed.

### **7.2) Understanding of Project Goals and Service Concepts**

- a. Summarize your understanding of the project goals and objectives and your company's general fit to meet such goals and objectives.
- b. Summarize the service or services that your company wishes to operate including your understanding of and suggestions related to the service concepts provided herein.
- c. Summarize the process via which START may request the addition of service hours and/or vehicles for unforeseen circumstances, including unit cost and lead time required.

### **7.3) Trip Routing and Dispatching Platform**

- a. Describe the smartphone app proposed by your company to submit trip requests

for the service(s) your company proposes. Be sure to address each area listed in the *Scope of Work* and *Specifications* sections above.

- b. For on-demand services, describe tools made available for on-demand customers to know in real-time their estimated pick-up time and estimated time-of-arrival at their destination.
- c. For on-demand and shared ride services, describe how the platform can match the most trips as possible into one vehicle in order to maximize efficiency and minimize vehicle miles traveled.
- d. For all services, describe tools available to allow customers to rate their trips, report problems and answer short survey questions.
- e. For all services, describe your method of handling platform upgrades, service outages and requests for customizations.

#### **7.4) Fleet Vehicles**

- a. Describe your company's proposed vehicle type(s) including brand, technology, fuel, passenger capacity and licensing. Explain how your vehicle type(s) best match(es) START's needs.
- b. Detail special vehicle features such as ability to carry pets, skis, bikes, luggage, etc.
- c. Describe the proposed fleet size and spare ratio. Explain how additional vehicles can be accessed if needed due to mechanical issues or periods of high demand, including required lead time.
- d. Explain the parking, staging, storage and infrastructure needs related to the proposed vehicles.
- e. List the hardware and software that will be installed in each vehicle related to this project.
- f. Describe the safety inspections and preventative maintenance protocols in place to ensure that the fleet is in top condition for service provision.
- g. Explain your company's proposal to deliver equivalent service to customers requiring a WAV.

#### **7.5) Driver Requirements**

- a. Identify the licensure level required to operate the vehicles in the fleet, and additional background checks and training considered necessary to greenlight any driver's operation of a vehicle.
- b. State the drivers' affiliation to your company.

- c. State the proposed size of your driver roster to deliver the proposed LOS at service launch. Detail the timetable by which that roster will be readily available and properly licensed for service launch.
- d. Describe the type of regular testing and supplementary protocols your company will put in place to ensure that all drivers are in top condition for service provision. Include drug and alcohol policies, background checks and any other conditions of employment.
- e. Describe the onboard tools that will be deployed in each vehicle to guide drivers to each passenger pick-up and drop-off location. Detail how drivers will be trained in the use of these tools.
- f. Describe how you will hire and retain drivers in a competitive, seasonal environment with limited housing availability. Proposing programs to assist drivers to find and afford housing will be given greater scoring points.
- g. Describe your company's customer service training program. Include how driver-related complaints are handled.
- h. Describe your company's protocol for progressive discipline.

#### **7.6) Pricing**

- a. Detail your proposed pricing by year for each year of a three-year contract period. For each year, specify the fixed monthly base cost and the variable cost per vehicle-hour of service. Service hours will be defined for each vehicle from the time of first passenger pickup to time of last passenger dropoff, excluding any defined driver meal break periods. Include a detailed pricing justification and a monthly invoice sample.
- b. Estimate the total cost for the first full year of service based on the proposed pricing. If this figure exceeds the budgeted \$760,000, explain the level of service (hours, response time, etc.) that you would propose that does not exceed this funding level.

### **8. EVALUATION CRITERIA**

- 8.1)** START reserves the right to reject any or all Proposals or accept what is, in its judgment, the Proposal which is in START's best interest. START further reserves the right, in the best interest of START, to accept a late submittal or to waive any technical defects or irregularities in any and all Proposals submitted.

START reserves the right to discuss Proposals with Responsible Proposers whose submittals are reasonably susceptible to selection in order to clarify, assure a full understanding of, and ensure responsiveness to the solicitation requirements.

## 8.2) Scoring

<u>Category</u>	<u>Points</u>
Platform	20
Vehicles/WAV	20
Electric Vehicles	5
Drivers	20
Pricing	25
Ability to Serve Additional Areas	10
Data Capabilities and Integration	10
Experience in Providing Microtransit Service in Similar Settings	15
Project Management	5
<b>TOTAL</b>	<b>130</b>

## 9. PROPOSAL SUBMISSION

- 9.1) Please submit one hardcopy of your proposal via sealed envelope Federal Express, United Parcel Service, or hand delivered ONLY to:

Town of Jackson, Wyoming  
C/O: Larry Pardee, Town Manager  
150 Pearl Avenue  
P.O. Box 1687  
Jackson, WY 83001

In addition, please provide a PDF version of your proposal submitted electronically to the project manager, Larry Pardee, at [lpardee@jacksonwy.gov](mailto:lpardee@jacksonwy.gov). Proposals must be compiled into a single Word or .pdf document named "Microtransit RFP – '[Proposer Company Name]'".

- 9.2) Proposals must be received by or **before August 6, 2021 5:00pm MST**, in order to be considered.

## 10. QUESTIONS AND COMMUNICATION

- 10.1) Questions must be submitted via email to Larry Pardee, [lpardee@jacksonwy.gov](mailto:lpardee@jacksonwy.gov), by July 16, 2021 at 2pm (MST). Answers are public for any interested parties to review and consider. It is the Proposer's responsibility to check the website for addendums, Q&As, and other important information.

## 11. LEGAL

- 11.1) Any and all documents submitted to START and the Town of Jackson may be deemed public records subject to examination and inspection by third parties. The Town and START reserve the right, at their sole discretion, to release for inspection or copying any document, plan, specification, proposal or other writing submitted pursuant to this RFP.
- 11.2) START reserves the right to reject any or all Proposals or accept what is, in its judgment, the Proposal which is in START's best interest.
- 11.3) START reserves the right to accept a late submittal or to waive any technical defects or irregularities in any or all Proposals.
- 11.4) START reserves the right to discuss Proposals with Responsible Proposers whose submittals are reasonably susceptible to selection in order to clarify, assure a full understanding of, and ensure responsiveness to the solicitation requirements.

## 12. EXHIBITS

Exhibit 1: Service Area Map

Exhibit 2: START Monthly Ridership for FY 18-19 – Pre COVID.



Exhibit 2: START Systemwide Monthly Ridership for FY18-19



