

Perimeter Community Improvement Districts/Perimeter Connects
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RFP

Microtransit Technology Software Services
Request for Proposals

Revised Submittal Due Date: June 29, 2018 5:00 p.m.

The Perimeter Community Improvement Districts (PCIDs) and its Transportation Management Association, Perimeter Connects, are issuing this Request for Proposals (RFP) to qualified vendors for obtaining microtransit technology deployment.

The Perimeter Community Improvement Districts (PCIDs) serve the largest office district in the Atlanta region, covering four square miles with over 5,000 companies and 123,000 employees. Sixteen privately operated last mile shuttles operated by five providers currently service the district connecting employers to the three MARTA rail stations located within the district: Sandy Springs, Dunwoody, and Medical Center MARTA stations. All of the shuttles offer a fixed route service to a MARTA train station. Some of the shuttles run all day, while others only run during peak hours. One shuttle provider offers midday trips to Perimeter Mall on specific days of the week.

Perimeter Connects, the Transportation Management Association of the PCIDs, is requesting proposals from qualified vendors offering microtransit technology that could be adaptable to the existing shuttles operated by different shuttle operators in the Perimeter district. Perimeter Connects has the following goals with the microtransit technology: improve current shuttle operation efficiencies, increase shuttle awareness, provide dynamic routing, and provide tracking for all Perimeter shuttles on a single application.

Project Overview

The PCIDs are looking to enhance existing private shuttle service in the Perimeter business district. The PCIDs seek a proven and comprehensive technology solution that will enhance shuttle operations for multiple providers who offer different levels of service.

The Georgia Department of Transportation (GDOT) has launched a multi-year project to improve the interchange at I-285 and SR-400, a major highway interchange inside the Perimeter business district. The project will increase traffic congestion in the Perimeter business district. The PCIDs are interested in enhancing existing shuttle service to provide greater shuttle awareness and ease of use in the Perimeter market to help alleviate and navigate the expected congestion. The PCIDs will fund and oversee a six-month pilot program to explore the added benefits of increased microtransit technology in the market. This includes any technology purchases and monthly fees. Continuation of this program beyond the pilot phase will depend on its success based on ongoing tracking of performance measures. Parameters for continuing a successful program would be established towards the end of the pilot phase.

The goal of this pilot is to increase awareness of the existing shuttle network within Perimeter and improve the user experience when riding the shuttles. Respondents will be expected to provide messaging support to existing and future riders to promote the new technology services.

Proposal Company Background and Skills

Qualified respondents must be technology providers that meet the following minimum requirements:

- a) Product maturity: provider must have a track record of managing real time bookings and on demand routing.
- b) Demonstrated technology deployment on existing shuttles: provider must have launched on demand technologies for existing shuttle service, preferably on a system of shuttles operated by different providers.
- c) Scalability: provider must be able to launch technology service for multiple shuttle operators.

Respondents must provide the following company information:

- a) How many on-demand rides has the respondent provided since funding?
- b) How many vehicles use the respondent's technology across all deployments?
- c) Microtransit technology deployment examples: provide 3-5 case studies where you have provided all or some of the following: on demand routing, pre-booked seating, and real-time tracking. For each case study, please include the number of vehicles per fleet, operating hours, zone size, and number of operators where service was deployed. Please provide a reference with title, email address and phone number for each case study.

Expertise

Respondents to this proposal must provide the following:

- a) Technical and non-technical personnel: provide resumes of key staff that include relevant information on experience installing microtransit technology into existing shuttle systems

Technology Solution and Features

Respondents must address the following questions in their proposal:

- a) Describe overall system capabilities:
- i. On-demand routing
 - ii. Pre-booking and real-time booking capabilities
 - iii. Real-time tracking
 - iv. Multi-language capabilities
 - v. In-app marketing capabilities
- b) Describe the mobile application for riders:
- i. Registration and onboarding
 - ii. How does the rider designate pick-up and drop-off locations?
 - iii. Can the rider save favorite locations? If so, describe the “favorites” functionality.
 - iv. Can rider book both in advance and on demand?
 - v. Can the rider bring additional riders? What is the process for adding riders and what is the max number of riders per booking?
 - vi. How long, on average, does it take the system to propose a trip to the rider?
 - vii. What information is provided in the trip proposal? Can the system provide multiple trip options with different pick up times and/or service levels (like more direct trips)? If so, please describe this functionality.
 - viii. How long does the rider have to accept/reject the proposal? Is this window configurable?
 - ix. What information is provided when a rider confirms a trip?
 - x. Describe app features that ensure riders enjoy a high-quality experience (like in-app vehicle tracking) and whether/how these features are customizable.
 - xi. Describe riders’ ability to receive support and provide feedback.
 - xii. Can riders share both real-time and post-trip feedback? If so, please describe the process.
 - xiii. Is phone-based support available?
 - xiv. Is there a rating system? If so, please describe.
 - xv. Can riders refer others to the service from within the app? If so, please describe this functionality.
 - xvi. What support is available for riders without smartphones? Please describe alternative options, such as a web-based registration or phone concierge.
- c) Describe the mobile application for drivers:
- i. Registration process

- ii. Does the app provide continuously updated, turn-by-turn directions? If so, is this routing capability native to the app? Or does the system rely on a third-party navigation technology vendor?
- iii. Explain the process of picking up a passenger
- iv. How does the driver know when and where to stop?
- v. How does the app identify the rider?
- vi. How does the driver confirm that the rider has been picked up?
- vii. What happens if the rider is not at the agreed upon location? What happens if the rider shows up with extra passengers?
- viii. How does the driver app prevent distracted driving?
- ix. Describe the control center/operational management tools.
- x. What factors does the system consider when assigning a ride request to a specific vehicle?
- xi. What rider, driver, and operational metrics does the system automatically track, record, and report?
- xii. How does the system automate the dispatch process to control dispatcher labor costs?
- xiii. How do dispatchers communicate with drivers and riders? By text? By phone?
- xiv. How does the system react to service anomalies such as a route deviation, unexpected traffic, vehicle breakdowns, and accidents?
- xv. Does the system incorporate predictive logic to identify and address potential problems before they occur?

Partner Success Management

Respondents must describe how they will support Perimeter shuttles providers with technology implementation and training:

- a) How will the respondent support the launch of on-demand transit service on existing Perimeter shuttles?
- b) Please describe a partner success plan, including the frequency of phone calls and in-person visits with shuttle providers.
- c) Please describe the level of technical support included in this proposal.
- d) Please describe the driver training and education program.
- e) How is the performance of on-demand service measured and managed?
- f) Please describe analytics and reporting capabilities in detail.
- g) Describe the measures and protocols in place that ensure the availability and reliability of the system.
- h) What support will be provided to shuttle providers and PCID in the development and implementation of marketing campaigns to attract riders?

Messaging:

Respondents must outline multi-step messaging techniques that they will utilize to build shuttle awareness in the market.

- a) What support will be provided to shuttle providers and Perimeter Connects in the development and implementation of marketing campaigns to attract riders?
- b) Describe at least two marketing tactics to existing and future shuttle riders that have been effective in similar markets to promote enhanced technology.

Scoring Framework:

Respondents will be scored based on the following guidelines:

- a) Technology functionality/approach (40): Respondents must be able to provide, at a minimum, on demand routing, pre-booked seats, reliable tracker services via app and web-based portals, driver training, a user-friendly interface, route messaging, route reporting, and usage reports.
- b) Qualifications/experience (30): Respondents must be able to demonstrate expertise and past experience in microtransit technology deployment.
- c) Pricing (20): Respondents must provide a reasonable budget, not to exceed \$35,000 including the cost of training and all equipment.
- d) Messaging (10): Respondents must be able to demonstrate innovative techniques to increase shuttle awareness and ridership.

Responses to this RFP shall be submitted in electronic format and should include:

- a) Contact information
 - i. Name of entity, contact person, name, phone number and email address.
- b) Company qualifications
 - i. Company background
 - ii. Skills and expertise
- c) Technical proposal
 - i. Technology solution and features
 - ii. Partner success management
 - iii. Marketing
- d) Cost proposal
 - i. Estimated cost of technology for the duration of the 6-month pilot period, not to exceed \$35,000
- e) Timeline
 - i. Estimated implementation timeline

f) Insurance

- i. Provide proof of insurance and explanation of how it covers the services employed under this pilot program.

GENERAL INSTRUCTIONS

The deadline for providing submittals to this RFP is June 29, 2018 5:00 p.m. Submit proposal via email to info@perimeterconnects.com.

In order to expedite and simplify proposal evaluation and to assure that each proposal receives the same orderly review, all proposals should adhere to the format described herein. All proposal sections and pages should be appropriately numbered. Proposals must include a table of contents listing all sections, figures, and tables.

Questions:

Any formal requests for clarification, questions, or additional information regarding this RFP shall be submitted via email by June 13 to info@perimeterconnects.com. All questions and answers will be posted on June 15 by 5:00 p.m. at perimeterconnects.com/microtransit.

Cost of Preparation:

The respondent shall be responsible for any and all costs incurred in the development and submission of any response. The PCID assumes no contractual obligation as a result of the issuance of the solicitation, the preparation or submission of a response by a respondent, the evaluation and review of an accepted response, or the selection of qualified finalists.

Late Proposals:

Proposals received after the date and time indicated will not be accepted or considered.
