

## Perimeter Microtransit RFP Addendum

### *User Experience*

**Q: Please outline, in greater detail, the desired user experience under this program beyond the technological capabilities of the platform), addressing questions such as: How do you envision the user experience changing and improving under this revised model? Please include a few “user stories” outlining the potential types of trips the PCID would like to capture under a more dynamic service.**

A: The majority of shuttles currently run on continuous loops between destinations (typically MARTA station(s) and employment site) during peak AM/PM commute times. Some offer real-time tracking, but many do not. The pilot aims to offer an improved rider experience through one or several of the following: information (real-time tracking), on-demand capabilities (faster and more direct service), dynamic routing to avoid delays and pre-booking capabilities, which could help manage crowding during peak times. Ideally, riders will have faster, more predictable and more comfortable last-mile access to their work place.

**Q: Will all five shuttle operators allow general passengers to ride the shuttles? Are specific shuttles to be reserved for specific passengers? Do certain shuttle providers have to serve certain MARTA stations or employers? Or will all operators allow their shuttles to operate flexibly in response to demand, comprising one consolidated on-demand fleet?**

A: Individual shuttles will remain limited to respective employee/tenant populations. They will have to continue to serve specific MARTA stations and employers/properties during the same hours that are currently provided to capture riders who might not have heard of the new technology during the pilot phase. However, the routing and scheduling can be flexible.

### *Shuttle Routes/Vehicles*

**Q: Will all sixteen shuttles be made available for the microtransit service? How many vehicles will be made available.**

A: Yes, assume that all 16 shuttles are participating and that each has one vehicle.

**Q: What is the maximum number of shuttles that will be used in a single service/area/route?**

A: Please reference the shuttle map attached in Appendix A. At most three different shuttles run in the same service area. There are some variations between morning, mid-day and evening routes that are not captured in the map and will be provided once the project begins.

**Q: Will the existing services be discontinued for the duration of the pilot?**

A: Yes, the routes and operators participating in the pilot will be implementing the technology.

**Q: Do these vehicles have tablets/MDTs currently on board? If so, please provide the make/model.**

A: They do not. This should be part of the scope and budget.

### *Project Governance*

**Q: Are all shuttles currently centrally managed? In other words, does Perimeter or another organization currently schedule a shuttle from any of the 5 operators to service any of the employers?**

A: No, shuttles are individually managed.

**Q: Who determines when different shuttles are operating?**

A: The employers/property managers funding the shuttles will determine each shuttle's operating hours. They shouldn't vary from existing hours.

**Q: Does the technology provider have the ability to add to subtract vehicles from the fleet on the road at any given point in time in order to respond to observed demand?**

A: During the pilot each provider needs to maintain a base level of service and serve their unique population. At the conclusion of the pilot this may be reviewed. .

**Q: Who do you imagine will oversee, on a day-to-day basis, the dispatch platform to monitor the service?**

A: The technology provider.

**Q: Who do you imagine will respond to, on a day-to-day basis, any inquiries, requests, or issues that arise from customers?**

A: The shuttle provider, with help from the technology provider on any technology-related items.

**Q: Who will operate the service (scheduling vehicles, reviewing performance, results, etc.)? Is there an operations coordinator/manager that is in charge of administering/managing the service? What are their current (or envisioned) roles and responsibilities?**

A: Shuttle routes will continue to be operated by the current operators. We envision the technology provider working together with the operator to schedule vehicles. The technology provider will be responsible for reviewing performance and reporting results to the PCIDs. There will not be an operations coordinator appointed on behalf of the PCIDs.

**Q: Who currently pays for the shuttles? Is it completely paid for by businesses/employers?**

A: Yes, each shuttle route is paid for by an employer or property manager.

*Service area*

**Q: Please provide a detailed map of the desired service area, noting specific geographic boundaries**

A: Please see map in Appendix A.

*Available Data*

**Q: Please provide current trip data for the existing shuttles, to the extent possible - including all O/Ds, time of trips, and total number of trips for each O/D pair**

A: We are still collecting this data. The different shuttles run any time between 6:00 A.M. and 7 P.M. Some only provide service during the morning and evening peak, others run all day. Service frequencies range from 10-15 minutes to 45-50 minutes depending on the shuttle.

**Q: Please provide their overall availability, as well as their specific hour-by-hour availability.**

A: See above.

**Q: What is the ridership of the existing service? Could we have ridership by origin/destination and by time of day?**

A: We are still collecting this data for all shuttle routes. Hourly peak hour boardings range from 3 to 20 for the shuttles, for which we have some ridership data.

**Q: What are the types and capacities of the existing shuttles? Please provide make/model, seating capacity, wheelchair accessibility**

A: We are still collecting this data.

*Other*

**Q: Can you please clarify what you mean by in-app marketing capabilities?**

A: An example could include push notifications unrelated to the service, for example to push out a short rider survey or a message related to other programs Perimeter Connects offers.

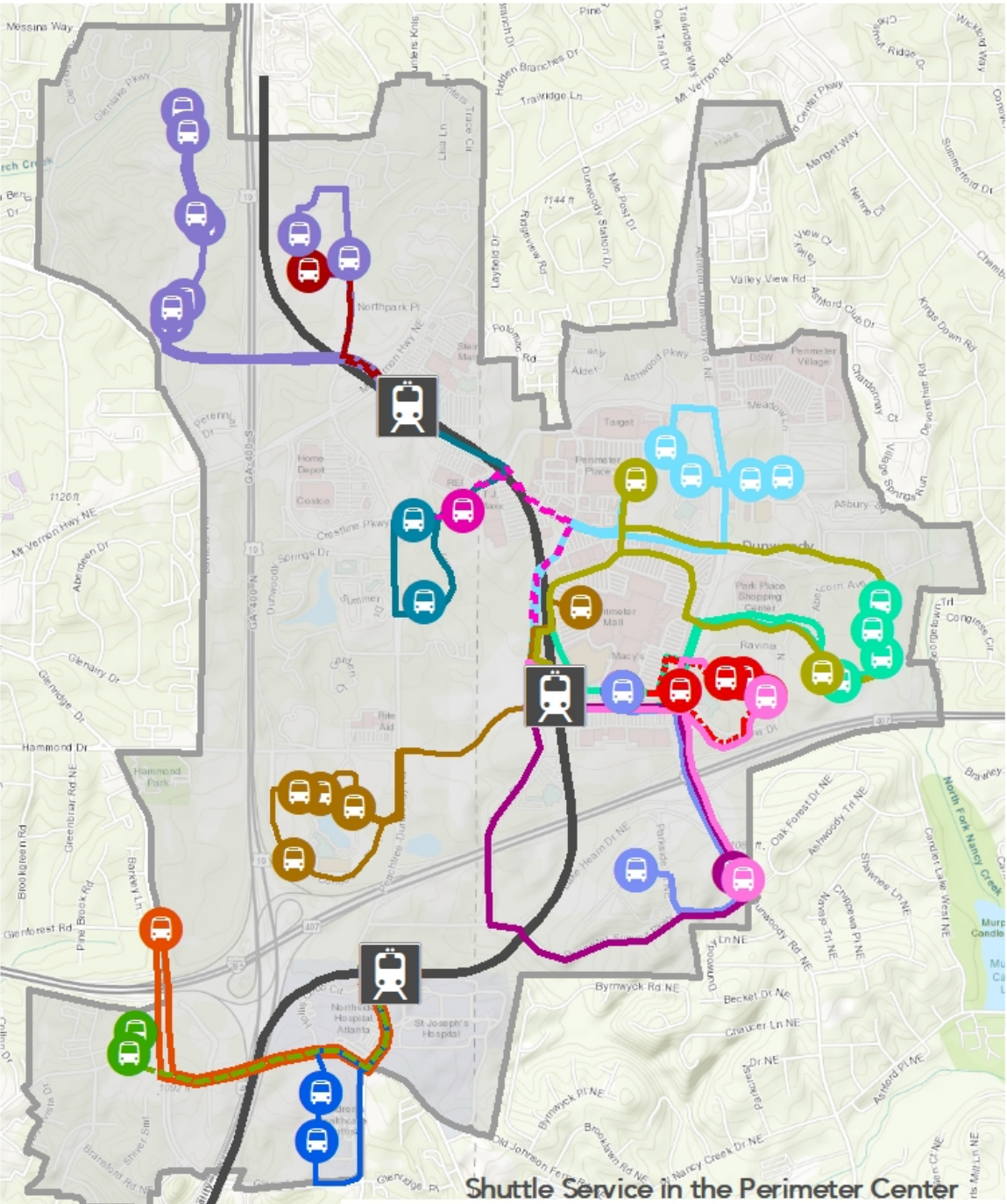
**Q: Should we include any pricing/info for fixed route tracking or only on-demand technologies?**

A: Yes, please provide pricing/info for fixed route tracking as well.

Q: At the bottom of Page 1: “that will enhance shuttle operations for multiple providers who **offer different levels of service.**” Can you clarify what is meant by the bolded phrase here, and the expectations for the differences between the providers for the microtransit pilot? Or is the idea to take different providers who currently offer different levels of service and consolidate them into one uniform service offering with the microtransit pilot?

A: The providers will continue to operate independent routes with different frequencies and operating hours. The goal is not to consolidate service.

# Appendix A: Shuttle Map



Shuttle Service in the Perimeter Center



- |                          |                               |                          |                |
|--------------------------|-------------------------------|--------------------------|----------------|
| State Farm North Shuttle | Children's Healthcare Shuttle | Perimeter Summit Shuttle | MARTA Rail     |
| State Farm South Shuttle | Lakeside Shuttle              | Perimeter Center Shuttle | MARTA Stations |
| Art Institute Shuttle    | Ashford Green Shuttle         | Central Park Shuttle     | PCIDs Boundary |
| The Perimeter Shuttle    | Concourse Shuttle             | Terraces Shuttle         |                |
| Centrum Shuttle          | Ravinia Shuttle               | Cox Shuttle              |                |