

Providing Shuttle Service at your Workplace



Connecting your worksite to the nearest MARTA station is an important step in providing commute options for tenants and employees. Shuttle service makes it easier for employees to take transit by providing an efficient way to reach their worksite. Last mile service that bridges the gap between the MARTA station and worksite will provide a key link for commuters who ride transit, and provide instant retention and recruitment benefits for your organization.

Currently, there are nine shuttles that link the three Perimeter area MARTA stations to properties and companies in the business district, serving employees and tenants. An interactive map can be found at <http://perimeterconnects.com/shuttles/>.

Perimeter Connects aids property managers and groups of employers as they establish a shuttle for their employees/tenants. This document offers answers to FAQs for establishing shuttle service and a case study example.

Q: How do I know if I need a shuttle?

A: Most commuters and visitors will not walk farther than half of a mile (10-minute walk) to reach their destination, so if your property is located farther than that from a MARTA station, a shuttle is a crucial service for transit commuters. A shuttle may also be necessary if the pedestrian route does not have sidewalks, there is hilly terrain, or dangerous intersections to cross.

Surveying your employees/tenants to gauge transit usage and interest can help determine the size of the shuttle needed, as well as hours of service.

Q: How do I address the cost of a shuttle?

A: Cost depends on the size of the shuttle, the hours of operation and the amount of gas used. Many employers find it beneficial to partner with other nearby companies or properties to share the cost. Costs can be divided evenly among partners, or as a percentage based on property square footage or number of employees. Usually, employees are not charged to ride the shuttle, as the cost is paid by the property manager or employer.

Employers and property managers can request bids directly from shuttle providers to get an exact cost. Not sure where to start? Customize the [Sample RFP for shuttle services](#) to your requirements before requesting an estimate. In Perimeter, the major shuttle companies include:

[American Coach Lines](#)

[Lanier Parking](#)

[SecurAmerica](#)

[Global Ground Transportation](#)

Q: How often should a shuttle run?

A: For maximum ridership, the shuttle frequency should be the highest around the beginning and end of shift schedules. Typical operating hours are during commute times, between 6:30 – 9:30 a.m. and 3:30 – 6:30 p.m. Some shuttles also run during lunch hours, connecting employees to restaurants and retail, thus reducing the need for a car mid-day. To compliment the link to MARTA and GRTA, train and bus schedules are also factored into the schedule. Most shuttle providers also offer apps to provide riders and visitors with real-time arrival and location information of the shuttle that can be displayed on mobile devices and even in building lobbies.

Q: How do employees know about the shuttle?

A: The shuttle can be publicized through internal communications, lobby events, onboarding materials for new employees and other events. These events can be tied to other promotions that encourage transit usage. You could even host a shuttle launch event, offering a ride-along to a nearby location for lunch, allowing potential riders the opportunity to identify the new shuttle and meet the driver.

Q: I'm interested; what should I do next?

- A:** 1) Assess your workplace for a shuttle need: Is the nearest MARTA station out of walking distance? What hours does your employee/tenant base work? Are there any nearby properties or employers you can reach out to for cost sharing?
- 2) Update the [Sample RFP for shuttle service](#) to meet your needs. If you are unsure of any of the details, ask the bidders to provide a recommendation. The RFP can be as broad or narrow as you prefer. Submit the RFP directly to a few different shuttle providers.
- 3) Select a shuttle operating vendor and confirm shuttle logistics.
- 4) Promote the shuttle to employees and tenants!



Case Study: The Perimeter Shuttle

- ▶ **Opportunity:** When several major employers along Glenlake Parkway and Embassy Row in Sandy Springs realized that MARTA was discontinuing bus service to that route, they looked for a solution to connect their employees to their worksite. Several stakeholders, including property managers and large corporations, formed a partnership to fund and manage a shuttle serving that section of the Perimeter market.
- ▶ **Solution:** On May 1, 2011, the Perimeter Shuttle began running between the Sandy Springs MARTA Station with stops at 5 locations. Six partners fund the Perimeter Shuttle: Columbia Property Trust, Highwoods Properties, Fairlead Realty, Kaiser Foundation, Newell Brands, and United Parcel Service. Shuttle service is provided by American Coach Lines, and the partners contract directly with them. The cost of the shuttle is shared between partners based on the number of employees at each location. Employees, visitors and even the Kaiser clinic patients can ride the shuttle free of charge.
- ▶ **Results:** Currently, the ridership averages over 1,700 boardings per week. The shuttle runs for four hours during the peak morning commute and three hours during the afternoon. American Coach Lines offers an app which shows riders real-time arrival information, and Perimeter Connects hosts an [interactive route map](#) on its website. This kind of cooperation and collaboration has enabled hundreds of employees to utilize a transit commute, helping to relieve congestion in the area and reduce the demand for parking at the worksites.

Request For Price Quotes

Perimeter
CONNECTS



Perimeter COMMUNITY
IMPROVEMENT DISTRICTS

Operations for a shuttle in the
Central Perimeter Business District

Background

<Insert Company Name> is located on: <Insert location> approximately <Insert miles> from the <Station name> MARTA station. Approximately <Insert number of employees> employees come to the building complex during the work week. To provide ample commute options and mobility access to their employees, [Company name] is interested in offering a shuttle serving the MARTA station as an amenity to employees.

This organization is seeking bids for a turnkey operating service to provide this shuttle activity. Ideally, the stakeholders in this effort expect the first day of operation to be January 1, 2026.

Proposed Route

The shuttle would utilize the most dependable, efficient route between <Insert Company Name> and the <Station name> MARTA Station.

Proposed Route Specifications

1. HOURS, SCHEDULE AND HEADWAYS

Stakeholders seek to have a shuttle operate approximately <insert number of days> business weekdays per year. The shuttle will operate in <example: two shifts: 6:30 – 10:00 AM, then again from 3:45 – 6:45 PM>. The shuttle will operate on a conservative, published schedule, achieving 15 – 20 minute roundtrip headways. Stop times will be established for all pickup points on the route.

2. VEHICLES SIZE, INSURANCE

The vehicle(s) used for this route should be no less than 21 passenger, and no more than 30 passenger capacity. The stakeholders anticipate that the ridership at the end of the first year of operations will be approximately 120 - 150 boardings per day.

The shuttle service chosen to operate this route should carry insurance policies that provide at least the levels identified below, which are consistent with that required by existing shuttle operations in the Perimeter market. The chosen operator will also add any participating property owners to their policy as additional insured. The operator will also execute hold-harmless agreements for all the same parties.

- \$1,000,000 General Liability
- \$2,000,000 Aggregate Liability
- \$500,000 Workers Compensation
- \$1,000,000 Auto

- \$5,000,000 Excess/Umbrella

3. ELIGIBILITY AND RIDERSHIP DATA

The stakeholders do not wish to collect a per-boarding fare from all shuttle riders. Only current <Insert Company Name> tenants and their visitors will be eligible to ride the shuttle.

The operator will also keep a daily log of boarding's and de-boarding's at each stop along the route. The documents for this activity will be provided by the contracting entity to your company. The stakeholders may use this information for their own planning and budgeting purposes. The operator will deliver this ridership data to the contract management entity on a weekly basis. The operator should also transfer the hard copy logs into an electronic format for record keeping purposes.

Format For Submitting Price Quotations

The prospective bidder for this service should provide the following information:

1. **Company Profile:** please provide a brief profile of your company, expertise, other ongoing shuttle routes that your firm operates, key personnel, etc.
2. **A Description of the Vehicle** that the bidder anticipates allocating to this service. Include the make, model, passenger size, age, and a picture of the vehicle. Include a list of amenities in the vehicle (AC, heat, etc.). Please describe any systems you have used (or propose) for the display of removable route information on the exterior of the vehicle. Be prepared to exhibit the vehicle to stakeholders for their approval.
3. **Insurance Information**, including coverage amounts, insurance carrier, and a description of the relevant policies. Include an example statement of the acceptance of the additional insured and hold-harmless requirements.
4. **A Written Description of Your Company's Customer Service** philosophy, procedures, and any specific elements you believe fit particularly well with the proposed service here. Please provide answers to the following areas of concern:
 - How will your firm organize field supervision for the route? How will it communicate with driver(s)?
 - Will you use radios, cell phones, etc?
 - Will the vehicle(s) your firm commits to this contract be leased or owned? How will the preferred arrangement affect your customer service delivery?
 - Briefly describe your firm's training program for drivers, as well as any drug and alcohol testing policy. Describe any program for training drivers on customer service delivery. How are drivers evaluated?
 - How will your firm respond to vehicle breakdowns? What is your firm's proposed maximum response time to placing a replacement vehicle on the route?
 - Include your procedures for handling commuter complaints, input, or information that should be shared with stakeholders.
5. **Contract Termination procedures** should either party wish to end the service. The price quote should assume that either party can end the contract with 30 days notice, with no penalty.
6. **An Hourly Price Rate** for providing the service detailed above. The bidder should also extrapolate this price rate into estimated monthly and yearly billings. The stakeholders wish to receive one invoice per month from your company. This invoice will be calculated based on your hourly rate and multiplied by the actual hours the shuttle operated that month.

All questions should be directed to <Insert Representative Name> and should be submitted by <Insert Date> at 3PM. Answers to all questions will be provided to all invited bidders by April 5 at 3 PM via email.

All proposals shall be firm offers and may not be withdrawn for a period of one hundred twenty (120) days following the deadline date for submission of proposals noted herein.

- A. Please submit four (4) double-sided copies of the Professional Service elements of your bid (items 1-6).
- B. Then, in a sealed envelope with your firm's contact info on the exterior, provide the pricing quote for your services (item 7), attached to the Professional Services copies.

All proposals are due at by <Insert Deadline>, to:

Name: _____

Company: _____

Address: _____

Email Address: _____

Stakeholders reserve the right to interview finalists if desired. If so, these interviews will take place by the end of by <Insert Date>.