

Prebid  
Meeting



# Integrated Mobility Platform RFP

Feb 16, 2022

# Agenda

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Introductions

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Q&A

# Introductions

- **NEORide Team**
- **Prebid Attendees**
  - Name
  - Firm
  - Role at the firm
  - Interest in the RFP

# Procurement Overview- Communication

All inquiries shall be in an email form. Those inquiries and answers will be distributed to via addendums.

Inquiries shall be directed to Katherine Conrad at [KatherineC@neoride.org](mailto:KatherineC@neoride.org).

# Procurement Overview- Participating Agencies

- **Ann Arbor Area Transportation Authority (AAATA)**
- **Butler County Regional Transit Authority (BCRTA)**
- **Community Action Rural Transit System (CARTS)**
- **Stark Area Regional Transit Authority (SARTA)**
- **Western Reserve Transit Authority (WRTA)**
- **Trumbull County Transit (TCT)**
- **Greater Cleveland Regional Transit Authority (GCRTA)**
- **Southern Ohio Regional Transit Authority (SORTA)**

# Procurement Overview- Process

- **RFP Q&A (up to 2 rounds of clarifications)**
- **Proposal Evaluation**
- **Shortlist Interviews (up to 3 bidders)**
- **BAFO request**
- **Contract Negotiation**
- **Notice to Proceed (NTP)**

# Procurement Overview- Schedule

Activity	Due Date
RFP Release	Feb 9, 2022
Pre-bid Meeting	Today (Feb 16, 2022)
Questions Due	Feb 23, 2022- 2pm EST
Response Due	Mar 9, 2022
Additional Clarifications Due (if needed)	Mar 16, 2022- 2pm EST
Response Due	Mar 23, 2022
Proposal Due	April 13, 2022- 11:59 EST (by email)
Interviews (if needed)	May 15-16, 2022
BAFO	TBD
Vendor Selection	TBD

# Procurement Overview- Proposal Preparation

- **Proposal Format (see RFP Section 1-4)**
  - Request for Proposal Cover Page and all executed Attachments
  - Cover letter
  - Qualifications and Capabilities of the Company
  - Statement of Understanding
  - Cost (submit in a separate file)
  - Related experiences and references
  - Technical proposal
  - Staff accessibility

## Note:

- As required, entire proposal shall be inserted in Section 9 of the RFP
- Attachments shall be completed as instructed in Required Forms section.
- Completion of Attachment P and Q as instructed in provided spreadsheet format is important for evaluation.



# Procurement Overview- Evaluation Criteria

- **Proposed System and Services. (40 points)**
  - Proposed technology
  - Compliance with the required scope of work (*see Attachment P*)
  - Offered capabilities for riders, drivers, and operations management staff
  - Offered reporting capabilities
  - Ability to integrate with existing or future third-party systems
  - Scalability to incorporate future use cases
  - Replicability to additional service areas/zones
  - Services offered along with the platform
- **Implementation and Management. (20 Points)**
  - Team composition
  - Availability of key staff
  - Offeror's implementation plan
  - Offeror's proposed service level agreements (SLAs)

# Procurement Overview- Evaluation Criteria

- **Firm and Team Qualifications and Experience. (15 points)**
  - Offerors experience with technology deployment
  - Experience of the proposed Project Manager
  - Experience of the proposed team
  - Offeror's understanding and approach to conducting the work
  - Discussion of factors which separates this approach from others
- **Presentation (5 Points)**
  - Clarity
  - Relevance
  - Thoroughness
  - Description of services
- **Price (20 Points)**
  - *See Attachment Q*

# Procurement Overview- Evaluation Criteria

- **Shortlist Interviews**
  - Presentation (30 points)
  - Cost Summary (20 points)

# Procurement Overview- Pilot Program

- **12 Month Pilot**
  - Monitored by each of the participating agency per KPIs, as defined in Section 6 of Attachment O, for a period of 12 months after the date of Final System Acceptance (see Section 4.4 for the definition of Final System Acceptance in Attachment O).
- **O&M Contract**
  - Once the KPIs defined for the pilot program are met, the Mobility Platform will be accepted by an agency for a longer-term operation and maintenance (O&M) contract.

# Procurement Overview- Contracting Process

- **Term**
  - Up to 4 years after 12-month pilot is complete

# Procurement Overview- DBE

No DBE Goal has been set for this RFP.

# Scope of Work- Goals

- **Improved customer mobility experience.**
- **Improved management and monitoring of services.**
- **Regional service interoperability.**

# Scope of Work- Summary

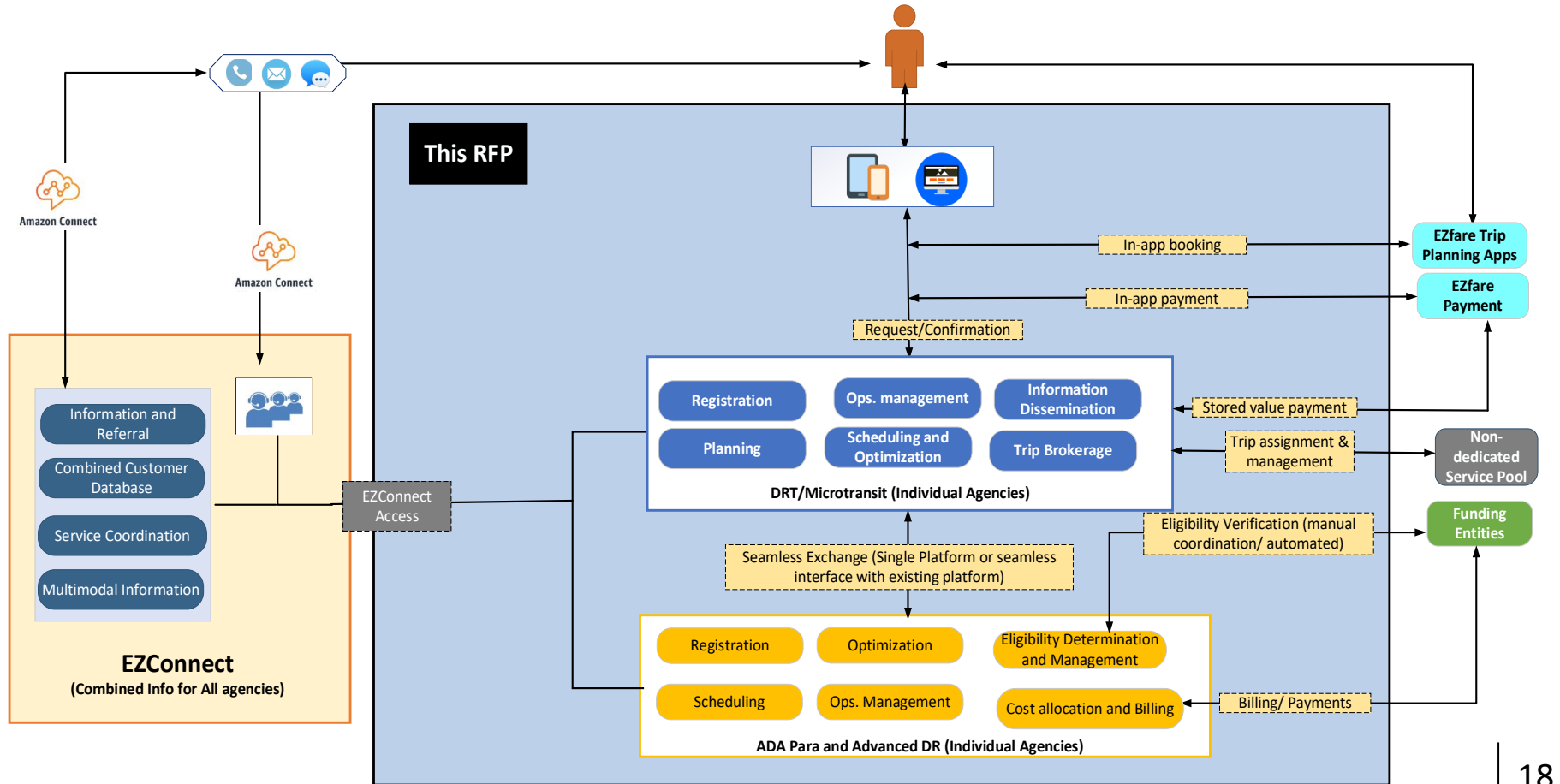
- **Procurement of only a SaaS Platform.**
- **Platform will be used to**
  - Design, launch and manage flex/on-demand DRT and microtransit services
  - Manage specialized DRT and ADA Paratransit. Proposer may offer this
    - Fully within their platform
    - Through an integrated platform in partnership with another vendor
    - Through integration with the existing platform at a participating agency. For integration with an existing product, NEORide prefers that vendors shall use transactional data specification (TDS), or propose a vendor- agnostic standards-based interface approach that is scalable and replicable in a multi-agency/multi-vendor environment without added license cost.



# Scope of Work- Related NEORide Initiatives

- **EZFare**
  - Electronic payment system for all NEORide member agencies
- **EZConnect**
  - Unified contact center for all participating agencies' customers (except AAATA and GCRTA)
  - Mobility Platform will be used by EZConnect staff for registration, eligibility management scheduling, operations management and customer service needs for all member agencies (except AAATA and GCRTA)

# Scope of Work- Architecture



# Scope of Work- Use Cases

- **Fixed Route Alternative/Flex-Route Operations:** refers to route or point deviated flexible services that are designed to operate where regular fixed-route services are not sustainable to operate due to low demand.
- **Point-to-point / Zone-based Service:** refers to point-to-point service designed to serve residents within a defined geographic service zone.
- **Fixed-route Connector / Feeder:** refers to a demand responsive service that is primarily designed to serve a defined checkpoint on a fixed route network (stop or station), often acting as a first/last mile connector service.
- **ADA Paratransit Alternative:** services specifically designed to serve customers that qualify for ADA paratransit but exceed the criteria as defined in the ADA paratransit regulations in 49CFR37 (<https://www.transit.dot.gov/regulations-and-guidance/civil-rights-ada/part-37-transportation-services-individuals-disabilities>). Examples are:
  - utilization of consumer choice model to provide same day service; and
  - providing service to previously certified ADA eligible customers that may not be within a  $\frac{3}{4}$  mile buffer of a fixed route (e.g., due to fixed route service reduction).

# Scope of Work- Use Cases (Flex/OD DRT/Microtransit)

Use Cases	AAATA	BCRTA	CARTS	SARTA	WRTA	SORTA	GCRTA	TCT
Fixed Route Alternative	X		X					X
Zone Point to Point	X	X	X	X	X	X	X	X
Fixed Route Connector/ Feeder	X					X	X	
ADA Paratransit Alternative	X	X		X	X	X	X	X

# Scope of Work- Specialized DRT and ADA Paratransit

- **BCRTA**

- Intends to utilize the Mobility Platform to also manage its complementary ADA paratransit service.

- **AAATA, SARTA, WRTA, and SORTA**

- Require the Mobility Platform to interface with existing platform to accomplish ADA Paratransit and Specialized DRT Service needs.

# Scope of Work- Implementation Plan

Agency	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23
AAATA	Yellow	Orange	Green	Grey	Blue	Brown				
BCRTA	Yellow	Orange	Green	Grey	Blue	Brown				
WRTA		Yellow	Orange	Green	Grey	Blue	Brown			
CARTS		Yellow	Orange	Green	Grey	Blue	Brown			
SARTA			Yellow	Orange	Green	Grey	Blue	Brown		
GCRTA					Yellow	Orange	Green	Grey		
SORTA					Yellow	Orange	Green	Grey	Blue	Brown
TCT		Yellow	Orange	Green	Grey	Blue				

- DRT/Microtransit Design
- DRT/Microtransit Configure
- DRT/Microtransit Launch
- ADA para/interface launch
- Eligibility management + trip brokerage launch

# Scope of Work- Infrastructure

- **Cloud-based Hosting /SaaS**
- **Cybersecurity**
- **Access Control**
- **Data Access**
- **Integration**

# Scope of Work- Flex/OD DRT/Microtransit

- **Rider-facing Application**
  - Mobile and Web Applications; IVR Support
  - Registration
  - Trip Planning
  - Trip Booking
  - Trip Status
- **Vehicle Application**
  - Android/iOS Applications
  - Login and Access
  - Data Connectivity and Offline Support
  - Driver Communications
  - Trip Details
- **Central Application**



# Scope of Work- Flex/OD- DRT/Microtransit

- **Central Application**
  - Registration and Customer Profile
  - Web-based mapping and visualization
  - Service configuration
  - On-demand scheduling and optimization
  - Operations management
  - Trip brokerage
  - Reporting

# Scope of Work- ADA Paratransit and Specialized DRT

- **Eligibility Automation**
- **Registration and Customer Database**
- **Scheduling**
- **Operations Management**
- **Cost Allocation and Billing**

## Note:

- No separate Rider and Vehicle Application Requirements are Specified.
- Customers shall have access to all their trips from the same application.
- Drivers shall be able to view all types of trips from the same application .

# Scope of Work- Integration

- **Ezfare Payment**
- **Ezfare Trip Planning Applications**
- **EZConnect Mobility Center**

# Scope of Work- Implementation

- **Project Management**
- **Design**
- **Training**
- **Testing**
- **Acceptance**

# Scope of Work- Support

- **Service Level Agreements**
- **Incident Reporting**
- **Upgrades**
- **Refresher Training**

# Scope of Work- Pilot Program

No.	Description	Minimum Standard
1	Average on-time Performance (OTP) for on-demand trips, measured as the percentage of successfully delivered trips within +/-1 minutes of ETA window.	95%
2	Trip denial for same day/on-demand trips, measured as the percentage of trips not accommodated out of total requested	Less than 10%
3	Productivity measured in terms of trips delivered per hour during an operational period by an agency.	2 trips/hour
4	Wait time for on-demand trips, measured as amount of time between end of trip planning/booking confirmation and being on-board.	≤ 20 mins
5	Reduction in deadhead mileage, measured as the number of deadhead miles after and before the pilot period	At least 10%
6	Service availability, measured as the average number of options available per customer trip request	2
7	Service rating, measured as the average customer score received for a service delivered, with 5 as highest and 1 as lowest rating	4 or above
8	Reduction in the cost of trips delivered	20%
9	System Availability: The System shall be available for 99.9% of the operational time every month, unless NEORide is notified of any planned system outage.	Availability during 99.99% of the operational time.
10	System Repairs and Restoration: Provide seventy-two (72) hour corrective action response time, from notice to completion of issue resolution, to restore all Contractor-provided services and work covered by this Scope of Work, regardless of the number of concurrent failures.	Service provided 99.99% of the time