

RFP 17-0132 ADDENDUM No. 2 DATE ISSUED: August 23, 2017

Be advised that the Municipal Court is also located at the City Tower, and there is only one entrance into the building. Vendors will be required to park on the North side of the building and enter and pass through security at the North Entrance (through the metal detector). All packages can also be scanned. This could be a lengthy process. Bids/Proposals are due no later than 2:00 p.m., September 14, 2017, to the Business Office, Purchasing Division, 101 S. Mesquite Street, 8th Floor, Arlington, Texas 76010.

This Addendum has been issued to the vendors who obtained the bid documents thru DemandStar and the City's Supplier Portal.

CHANGES

- 1. Changed Proposal due date to **<u>September 14, 2017</u>**, no later than 2:00pm.
- 2. Changed **Procurement Schedule:** The following dates are set forth for informational and planning purposes; however, the City reserves the right to change the dates.

RFP Schedule		
RFP Release Date	August 2, 2017	
Last day for Questions Due	August 15, 2017 @ 5:00pm	
Release of Addendum 2	August 23, 2017	
Proposals Due	September 14, 2017 @ 2:00pm	
Short List Issued	September 25, 2017	
Interviews (if needed)	October 2, 2017	
Mayor and Council Approval of Contract	November 2017	
Desired Service Start Date	December 2017	

3. City requires one original and 7 copies, plus two flash drives.

REMOVE AND REPLACE

- 1. Remove and Replace Cover Page.
- 2. Remove Section 3 and Replace with Revised Section 3.
- 3. Remove Section 4 and Replace with Revised Section 4.
- 4. Remove Attachments 1 thru 7 and Replace with new Attachments 1- thru 7, addendum 2

ITEM	QUESTIONS	RESPONSES
1	How will the FTA requirements be assured that the drivers are	The City will be responsible for getting proof that all drivers
	all drug tested prior to be beginning of the contract?	are drug tested. The details of this process must meet FTA
		regulations and will be finalized during the contract
		negotiation phase of the project.
2	Page 18, 3.2 requirements states "Turnkey solution provided	The City anticipates accessing data about the Rideshare
	through a single contract which includes "software	service through a web-based dashboard. However, if
	application/platform necessary for scheduling, dispatch, user	software is necessary for the City to access data, the City would be open to this.
	interface data collection reporting, backend dashboard".	would be open to this.
	Question: Is the City assuming that they will have the	
	software loaded on their own computers?	
3	Page 18, 3.2 requirements states "Turnkey solution provided	No. Everything needed to run the Rideshare service should be
-	through a single contract which includes "software	included in the \$750,000 project budget.
	application/platform necessary for scheduling, dispatch, user	
	interface data collection reporting, backend dashboard".	
	Question: Is the City going to be paying a lease for the	
	software that is separate from the budgeted \$750,000 to have	
	access to this software and data?	
4	Page 19, 3.2 requirements state: "headways of no more than	Headway means the length of time between pick-up times for
	20 minutes" Question: Please define what headway means as there are different interpretations	a rider. The revised Section 3, issued with Addendum 2 as
		Remove and Replace Section 3 states that headways should be 30 minutes.
5	Page 19, 3.2 requirements state: "Headways of no more than	The revised Section 3, issued with Addendum 2 as Remove
5	20 minutes"	and Replace Section 3 states that headways should be 30
	question: The minimum headway during non-rush hours from	minutes. Final decisions on headways may change during
	the further point south, The Parks Mall to the further point	negotiations with the selected bidder and may vary between
	north, the TRE station is a minimum of 20 minutes (per Google	specific service areas.
	maps) when you factor in rush hour traffic at 7:30am the	
	headway is estimated at 28-45 minutes. The headway at 5:30	
	pm from the TRE to the Parks Mall is estimated to be 30-55	
	minutes. As Highway 360 is the only major north-south	
	interchange in the City, can the headway be increased based	
6	on time of day of the transportation? Page 19 3.2 requirements state: "free wifi"	The City sees this amenity as a key tool to on-boarding
0	Page 19 3.2 requirements state: "free witi" question: what are the specifics of this requirement?	traditional non-transit users. However, due to the tight
	question. what are the specifies of this requirement:	budget, the City has removed the Wi-Fi requirement for
		purposes of the RFP. Free Wi-Fi access may be added back in
		to the overall project budget during contract negotiations.
7	Page 20 3.5 Detailed scope of work, section B, Project	The \$750,000 budget for this RFP should include everything
	Management bullet #6 "Coordinate all required deliverables	needed to run the Rideshare service. The City requires that
	including "vehicle acquisition".	the vendor provide the vehicles needed for the service, but
	Question – is it correct to assume that the cost of the vehicles	does not require that the vendor own those vehicles.
	needed to perform this contract is NOT part of the \$750,000	
	annual budget? Or will this be part of a grant that will be	
	allowed to the winning bidder? Because if it is, there will be	
	no money left over for providing service assuming the vehicles	
	costs \$50,000 each needing approximately 4 vehicles would	
8	reduce the annually amount available to \$550,000 per year. Page 20 3.5 Detailed scope of work, section B, Project	The revised Section 3, issued with Addendum 2 as Remove
0	Management bullet #6 "Coordinate all required deliverables	and Replace Section 3. The revision includes revised
	including "vehicle wrapping".	language that removes the reference to vehicle wrapping.
		The City recognizes that vehicle wrapping may be an
	Question – who decides on the artwork? Also the cost of	unnecessary cost and is open to other means of branding the
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	wrapping a vehicle again reduces the cost available to run the program. Can this be just a topper on the vehicle?	vehicles such as toppers or magnetic signs. Decisions on how to brand the service will be made by the City during negotiations with the successful contractor.
9	Page 20 3.5 Detailed scope of work, section B, Project Management bullet #6 "Coordinate all required deliverables including "installation and configuration of software and hardware" question – Is the City assuming that they will have the software and hardware in their offices? Question - Is the City assuming that a software/hardware	The City assumes there may be a need to install software and/or hardware on vehicles. The City anticipates accessing data about the Rideshare service through a web-based dashboard. However, if software is necessary for the City to access data, the City would be open to this. The City has no assumptions about the structure of how the technology platform and vehicles are provided (ownership,
	vendor will also OWN/Lease the vehicles used for this contract	lease, partnership, etc.). The City does expect to contract with a single entity for a turnkey service that includes these elements as well as the others listed in Section 3.2, Requirements, even if partnerships or sub-contractors are used to meet the requirements of the RFP.
10	Page 20 3.5 detailed scope of work, section C, C.1 Provide bi- weekly staff briefings. Question –What happens when the \$750,000 budget is exceeded?	No cost overruns will be allowed on this project. The final project budget is subject to change and will be negotiated and agreed upon by the City and the successful contractor. Any unauthorized expenditures will not be reimbursed.
11	Page 20 3.5 detailed scope of work, section c, C.2 Provide performance reports and service adaption plans. "the proposer shall create custom reports as requested by the City".	The City expects any customized reports are likely a function of the backend dashboard. They would be included in the \$750,000 budget. The City intends to enter into a one-year contract. An
	Question – Are the custom reports requested by the City would be outside the \$750,000 budget? As the fees associated with creating custom reports are normally outside the scope of the software and is the City willing to pay for these outside the budgeted \$750,000?	additional one-year extension option may be included in the contract, but would be at the discretion of City Council.
	Question – with the adaptation of the reporting capabilities to recover the cost of development, is the City willing to enter into a longer contract than 1 year term with a possible 1 year extension?	
12	Page 21 3.5 detailed scope of work section C, C.2 Report content: "Hardware performance and reliability"	The details of this report will be determined during negotiations and work plan development with the selected contractor. This is expected to be a simple report confirming
	Question – what does the City propose this report would state – no hardware failures?	all hardware is performing as intended and detailing any issues that have been or still need to be addressed.
13	Page 21 3.5 detailed scope of work section C, C.2 Report content: "Vehicle maintenance, performance and reliability"	The details of this report will be determined during negotiations and work plan development with the selected bidder. This report is expected to detail what vehicle
	Question – a report on the vehicle maintenance, can the City provide an example of the data that it is looking for on this report?	maintenance has been done, confirm that vehicles are performing as intended and discuss any issues that have been or still need to be addressed.
14	Page 22. 3.5 detailed scope of work section F, Software, hardware and Equipment planning, E.1 Technology platform characteristics and documentation. "Proposer will be responsible for coordinating payment and fare integration within the technology platform and/or across other agency applications as necessary. Question – can the City please provide a list of the "other	This language has been removed. Please see the revised Section 3, issued with this Addendum. Remove and Replace Section 3.
	agency applications" to assure integration is even possible to be done. Question – Who at the City will be responsible for the	

integration into "other agency applications"	
Question – Who at the city will be responsible for the security	
	The City assumes the vendor would ensure safe operation.
equipment E.2 states "driving instructions should be available	Any viewing of a list should be while the vehicle is not
in list, map and turn-by-turn voice instructions to ensure safe	moving.
operation"	
Question – a list would indicate that the driver would have to	
read the hardware that is providing the navigation. How	
would reading while driving ensure safe operation?	
Page 22, 3.5 detailed scope of work section f, Hardware and	The City does not have a definition of other agreement, but
equipment E.2.a Vehicle Acquisition and operation plan states:	was trying to convey that any way of obtaining vehicles for
if Proposer does not own the necessary vehicles for the	the service is acceptable as long as they are provided by the
service as determined in the service model, vehicle acquisition	vendor. The City does not intend to provide the vehicles.
by way of purchase, leasing or other agreement will be	
required by the Proposer"	The revised Section 3, issued with this Addendum, amends
	3.2 to state only that the vehicles be provided by the vendor
Question – define "other agreement".	and does not specify how.
	Yes, the vehicles should be included in the \$750,000 project
•	budget.
or 3.2 that the vehicles are owned or leased by the vendor?	
Question $-$ is the vendor does not have vehicles are the	
	If the successful contractor already owns the necessary
	vehicles and the City agrees that the fleet will meet the needs
	of the service, then no acquisition plan would be needed.
type, fixed and variable costs, operations and maintenance	If a proposer has a fleet in place and available for this
needs".	project, it will be noted during the initial evaluation phase as
	indicated in Section 5 of the RFP.
Question – what happens if the proposer already owns their	
own vehicles be use in this contract, what acquisition plan	Although vehicle purchase is an available option, the City
would be needed?	does not require that vehicles be owned by the vendor. The
	City expects Proposers to develop a plan to provide the
	necessary vehicles in a quick timeframe that meets the goals
project, do they get awarded more points for having them?	of the Project.
Question for the timing of this hid to be in place how does	
	This language has been removed. Please see the revised
	Section 3, issued with this Addendum. Remove and Replace
	Section 3.
Question: please define software solution design and where	
Question: please define software solution design and where the configuration requirements are listed because this is the	
the configuration requirements are listed because this is the	The City expects that the vendor will ensure the integrity of
	of the data maintained in the "other agency applications"Page 22, 3.5 detailed scope of work section f, Hardware and equipment E.2 states "driving instructions should be available in list, map and turn-by-turn voice instructions to ensure safe operation"Question – a list would indicate that the driver would have to

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	for the City staff needed to monitor, assess, access data and develop reports using the dashboard and other tools provided by the selected Proposer.	original data, only to view it and use it for analysis purposes. The City anticipates between 2 and 4 staff will have access to the data through a backend dashboard. The City may want to have the ability to customize reports quickly and would like to	
	Question: who will assure the integrity of the data?	be appropriately trained if they decide to do so.	
	Question: how many City staff are you proposing will have access to the data? Because each user will have to have a license?	If there are other ways in which the data may be shared and analyzed besides a dashboard, the City would like to understand how to use those tools as well. The City does not have anything specific in mind.	
	Question: The City is thinking it will develop its own reporting?		
	Question: define "other tools" that the City is thinking will be provided?		
20	Page 23, 3.5 detailed scope of work, states Section I Technical support, 1 Application and User Support states: Phone and email responses to software failures or questions within 24 business hours, Assistance with questions on use of approved software configuration and software version, Availability of experts	The City does not anticipate this to be an issue, but if additional software was necessary to utilize or access the data and analytics, the City wanted to be covered.	
	question: who is going to be having questions on the use of the approved software configuration if it is owned by the proposer and not the City?		
	Question, who at the City will need experts to confer on software new release installation and fixes to bugs if the software is owned by the proposer and not the City?		
21	It appears that this RFP is written as the City owning the software, please confirm that the software and hardware is owned by the proposer.		
22	Page 29, Tab 8, item 3, bullet #1, Fleet states: "are vehicles, owned, leased or sub-contracted".	<i>Please see the revised Section 3, issued with this Addendum.</i> <i>Remove and Replace Section 3.</i>	
	Question: this adds SUB-CONTRACTED when on page 19 it states the vehicles are Owner or Leased. Sub-Contracted vehicles are also an option? Or only Owned or Leased? Please clarify as these contradict each other.	The RFP includes no requirements related to how the vehicles are acquired by the vendor for the purposes of this service.	
23	Page 59 Attachment 3, references. Can a list be provided that contains all elements that is on the attached reference form rather than submitting the actual form itself?	Yes.	
24	Page 22, 3.5 Detailed scope of work, E, E.2. a states "Vehicles shall be no more than five (5) years old and/or have no more than 150,000 miles during any time" Question: due to the capital cost of the vehicles and that vehicles are designed now to run for 250,000, can the mileage on the vehicle be increased to 200,000 miles?	The City would like to maintain the five (5) year, 150,000 mile limits for the purposes of this Pilot Project.	
25	This is a turnkey RFP which limits the number of vehicles and capacity available. What do you do if demand exceeds the capacity? For instance, you have a 6-10 passenger vehicle and 12 passengers are at a stop, who will be allowed to board from that stop?	Riders will have to book a ride ahead of time to access a vehicle and reserve their seat so this will not be a problem. Additionally, if the service is doing well and warrants expansion, that may be an option that can be explored at a later date.	
26 27	Does every vehicle have to be an ADA vehicle? On section 3.2 (requirement) Vehicles – owned or leased by	No. Please see the revised Section 3, issued with this Addendum.	
	vendor. Will the City be will to make changes to the proposal to allow sub-contacted private but qualified vehicles be used?	Remove and Replace Section 3.	
		The RFP includes no requirements related to how the vehicles	

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		are acquired by the vendor for the purposes of this service.
	Questions, Requests for Clarification, and Suggested Changes. can we have a copy of questions asked by all interested parties.	Yes. Addendum 1 has already been issued. This is Addendum 2 and includes all questions received.
29	Will the City of Arlington accept proposals for marketing, technical support, and the demand-response software that has the desired scheduling, dispatching, user interface, data collection, reporting, and backend dashboard mentioned in the RFP that can operate with any and all of the bidding operators?	The City is looking for a turnkey approach. Proposals should include all of the elements described in the Section 3.2. Proposers who do not have access to the necessary vehicles and drivers may find a provider to partner with.
30	Will the City of Arlington entertain extending the bid for 14 business days to appropriately respond to the requirements in the scope of work?	The City has extended the RFP response period by two weeks with a new due date of September 14, 2017.
31	Certificate of Convenience and Public Necessity • Page 27 - Does the Certificate of Convenience and Public Necessity apply to firms who will operate the service using a TNC model? It appears that this certification is meant for taxi or livery companies and that TNCs are governed on a statewide basis.	This requirement has been removed and was addressed in Addendum 1, issued on August 16, 2017
	Will firms that have not pursued a Certificate of Convenience and Public Necessity application before they submit proposals be disqualified from competition? Or, if a firm is proposing a TNC model, is this requirement then waived? Page 27 - What "evidence of application" in required to demonstrate that a firm has applied for the Certificate of Convenience and Public Necessity?	
32	General Structure On Page 27 , the list of 12 tabs to be included in proposals is not consistent with the list of 13 sections which follow: "Drug and Alcohol Program" is missing, and "Work Plan" and "Scope of Services" seem to be used interchangeably. Please provide an updated table of contents that matches with the sections to follow.	Section 4 has been revised, remove and replace Section 4.
	 Forms/Documents On Pages 5 and 6, the City lists seven forms/documents to be completed and included with the proposal. On Page 27, there is a list of 15 forms/documents to be submitted, some of which appear in a different order than on Pages 5 and 6, and others do not appear there at all. Can the City please provide one harmonized list of required documents/forms, presented in their correct order - along with denotations of which are optional? 	
	• In several cases, the attachment numbers requested in Tab 3 (Page 27) do not correspond with the way the relevant documents are labeled (see, for instance, "Attachment 3", which is listed as "Certification of Restrictions on Lobbying" on Page 27, yet the document which bears the title "Attachment 3" on Page 59 of the document is labeled "References"). Can the City please remedy all inconsistencies such as this one between the requested forms and how they are numbered and labeled, and present a new master list of	

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	 documents, each clearly numbered and labeled? Please confirm that the "Invitation to Proposal sheet" is the document that appears on Page 1 of the solicitation. 	
	• Please clarify whether the "Invitation for Proposal sheet" should be presented with the	
	cover page in Tab 1, or with the balance of the required forms in Tab 3.	
	• Page 27 - Can the City clarify if there is a specific document that corresponds to Tab 3,	
	Document 15? ("Certification of Signature Authority" and related documents shall 1	
	indicate where this signature authority is derived from (owner, board of directors, etc.))	
	 What is expected in response to this requirement? The "Cooperative Purchasing Form" is mentioned on Page 6 under the list of 7 required 	
	forms, but it does not appear on Page 27 in the list of required forms - nor is the form itself included in the solicitation. Can	
	the City please clarify whether this form is required, and if so, please provide it?	
	• Page 27 - If a firm has never done business with the City and does not have any conflicts of interest with the City, is it necessary to complete Attachment 6 - CIQ Form?	
33	SignaturesOn Page 26 , what document does the signed (in original ink)	Section 4 has been revised, remove and replace Section 4.
	"letter on the transmittal page" refer to? Is this a separate document than the "Invitation to Proposal" form, or the Cover	
	 Letter? Please elaborate on the format of this letter. Please provide an overall clarification as to which 	
	forms/documents require original, in-ink signatures in the "Original" physical proposal version, and where photocopies	
	are acceptable - for all forms/documents requiring signatures. As of now, our understanding is that the "letter on the transmittal page" is the only	
~ ~ ~	document for which original ink is necessary.	
34	 Drivers/Vehicles On Page 18 (Section 3.2), the solicitation states that vehicles 	Section 3 has been revised. Remove and replace Section 3.
	should be owned or leased by the company. Does that preclude working with drivers who bring their own vehicles as 1099 contractors? Will bidders considering a TNC driver model be eligible for award?	The RFP includes no requirements related to how the vehicles are acquired or provided by the vendor for the purposes of this service.
	• Page 19 - Is it absolutely necessary for vehicles to provide free wifi? We feel that the cost involved will lead to compromises in overall coverage and total rides, and discourage innovations in more flexible vehicle models.	The City sees this amenity as a key tool to on-boarding traditional non-transit users. However, due to the tight budget, the City has removed the Wi-Fi requirement for purposes of the RFP. Free Wi-Fi may be added back in to the overall project budget during contract negotiations.
35	Firm Financial Data	Section 4 has been revised, remove and replace Section 4.
	• Page 31 - Is it necessary to share financial reports during the proposal phase? Can the City accept other ways of verifying a proposer's solvency, such as a signed statement from a CPA? If not, how can the City assure us that our financial information will remain	Firm Financial Data has three options. If choosing to provide financial reports, must be presented in a sealed envelope, marked confidential.
	confidential and not subject to disclosure under the Freedom of Information Law (FOIL)?	
36	DBE • Is it necessary to have a DBE subcontracting plan? Will DBE participation be an evaluating factor in the RFP? Please	Yes, if available a subcontracting plan/participating is required. Regarding DBE as this project will be funded with Federal Transportation funds, there is a DBE goal,

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	expand on the relevance of this program to this specific	firms responding to the RFP must show their good faith
	solicitation, including the requisite DBE participation	effort in obtaining DBE participation. The DBE goal is
	percentage to be considered in good standing.	correct. This is an evaluation factor as listed in Section
		E, Evaluation.
37	Suggestions for Modification	See revised Section 3 included in this Addendum that allows
	Service Model	for a phased approach. Section 3 has been revised, remove
		and replace Section 3.
	We strongly recommend that the city explicitly endorse the	
	possibility of service models that gradually scale up during the	
	course of the year pilot, allowing for a launch within a limited	
	area that can grow over time. This would allow for the	
	continuous 'right-sizing' of	
	the system itself as the service grows in popularity, and more	
	data is collected. If given the choice, we would not	
	recommend a model that at launch serves all areas cited in the	
	City's solicitation at once. Instead, we would recommend	
	letting service data determine	
	final zone configurations over time.	
38	Revenue	See revised Sections 3 and 4 issued with this Addendum.
	• We understand that the City wishes for revenue generated	Remove and replace Section 3. Remove and replace Section
	by the service be returned to the city on a periodic basis. We strongly recommend that the City allow its partner to re-invest	4.
	those funds back into the service, in order to allow it to scale	
	up over time,	
	given the relatively limited funds available and the ambitious	
	goals of the pilot. If afforded the ability to scale the service up	
	over time using the revenue it generates, the service will come	
	to serve a vastly larger rider base, and more areas of the city	
	with lower ETAs.	
	If \$750,000 is the complete universe of funds available for this	
	project, we feel its potential impact and learnings will be more	
	limited than they might otherwise be.	
39	Data Sharing	See revised Section 3 issued with this Addendum. Section3
	• On Page 18, the city states that it desires to own all data	has been revised, remove and replace Section 3.
	associated with the pilot in	
	order to inform future transportation decisions. We think that	
	this sentence should be	
	clarified to explicitly not include business-sensitive information that the City gains access	
	to during the course of the pilot, such as firm intellectual	
	property (IP). We would	
	recommend narrowing it to "service data" and framing it as	
	"co-ownership", since the	
	company must retain access to the data in order to run the	
	service day-to-day, as	
	required by the RFP	
40	Driver Requirements	The successful firm may be required to obtain a
	• We recommend that the driver requirements on Page	Certificate of Convenience (COC) prior to starting
	22 (Section E.2.b) - like CPR certification, drug and	service. If the City determines a COC is required, the
	alcohol testing and sensitivity training - be relaxed. Texas	items included in Section E.2.b. will be required as part
	law allows people to drive for TNCs without this	of that process.
	additional layer of requirements. Retaining these	
	additional requirements will increase the cost of service	
	per hour to the City and reduce the amount of coverage	
	and quality of service that any vendor can provide	
	for a fixed budget.	
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41	Does the RFP require references from other municipalities?	Not necessarily, references however must be similar in size
		and scope of the RFP.
42	If October 17 is the day that the winning firm is first notified of	Note that date of service has been revised. Section 3 has
	their success, we have concerns about the service start date of	been revised, remove and replace Section 3. Contract
	November 17, if the first rides are to be provided that day.	negotiations will take place prior to City Council approval,
		anticipated in November. The Service is anticipated to begin
	We suggest the agency clarify when notifications will happen	in December.
	(even if not yet approved by the City Council), and if this is not	
	flexible, push back the service start date to just after the new	
	year.	

Janice K. Hughes Janice K. Hughes, CPPB

Janice K. Hughes, CPPB Sr. Purchasing Agent Janice.Hughes@arlingtontx.gov 101 S Mesquite Street, Suite 800 Arlington, Texas 76010 www.arlingtontx.gov/finance/purchasing



RFP NUMBER: 17-0132

PROPOSAL FOR: Demand Response Rideshare Service

PROPOSAL DUE TIME: 2:00PM

PROPOSAL DUE DATE: September 14, 2017

CONTACT: Janice K. Hughes, CPPB Sr. Purchasing Agent E-mail: Janice.Hughes@arlingtontx.gov Telephone: 817-459-6304

- Sealed proposals, one (1) original, seven (7) hard copies and (2) electronic copies on a flash drive, subject to the Terms and Conditions of this RFP and other contract provisions, will be received in the <u>Purchasing Division, 101 S Mesquite Street, Suite</u> <u>800, Arlington, Texas 76010</u>, before the due date and time shown above.
- 2. <u>Proposals must be returned in a sealed envelope or other appropriate package, addressed to the Purchasing Agent, City of</u> <u>Arlington and have the proposal number, due date, and company name clearly marked on the outside envelope.</u>
- 3. Please note that all Notifications, Releases and Amendments associated with this solicitation will be posted on the City's Supplier Portal at: www.arlington-tx-gov/finance/purchasing and Demandstar by Onvia at: www.demandstar.com The City of Arlington will make no attempt to contact vendors with updated information. It is the responsibility of each vendor to periodically check the website for any and all notifications, releases and amendments associated with this solicitation.
- 4. Late proposals will be returned to the bidder unopened.
- 5. Proposals may be withdrawn at any time prior to the official opening.

The undersigned agrees if the RFP is accepted, to furnish any and all items upon which prices are offered, at the price(s) and upon the terms and conditions contained in the specifications. The period for acceptance of this proposal shall be 180 calendar days unless stated otherwise herein.

THE UNDERSIGNED, BY HIS/HER SIGNATURE, REPRESENTS THAT HE/SHE IS AUTHORIZED TO BIND THE BIDDER FOR THE AMOUNT SHOWN ON THE ACCOMPANYING BID SHEETS AND HEREBY CERTIFIES FULL COMPLIANCE WITH THE TERMS AND CONDITIONS, SPECIFICATIONS AND SPECIAL PROVISIONS OF THE INVITATION FOR BID. BY SIGNING BELOW, YOU SIGNIFY THAT YOU HAVE READ THE ENTIRE DOCUMENT AND AGREE TO THE TERMS AND CONDITIONS THEREIN. BY SIGNING BELOW, YOU ALSO CERTIFY THAT IF A TEXAS ADDRESS IS SHOWN AS THE ADDRESS OF THE BIDDER, BIDDER QUALIFIES AS A TEXAS RESIDENT BIDDER AS DEFINED IN RULE 1 TAC 111.2.

Company Name and Address	Company's Authorized Agent:
	Signature
	Name and Title (Typed or Printed)
Federal ID Number (TIN) or SSN and Name	
DUNS No.	Telephone No.

Reference Number: RFP 17-0132	Return By: September 14, 2017	Page 1
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Email address:

ADDENDUM 2 REMOVE AND REPLACE SECTION 3

SECTION 3 SCOPE OF WORK

3.1 OVERVIEW – SCOPE OF SERVICES

The City of Arlington Texas is soliciting proposals from qualified mobility service and technology providers to assist with the development and deployment of a Demand Response Rideshare Service Pilot Project. A turnkey solution is desired and proposals should include provisions for the items included in Section 3.2, Requirements.

The Rideshare Service is meant to serve the general population, although the City anticipates it will be limited to specific areas of the City due to funding constraints. The Pilot Project is anticipated to last one (1) year with an option to renew it for one (1) additional year. The City desires to begin the Rideshare Service on December 4, 2017.

The goal of the Pilot Project is to improve transportation options and mobility for residents and visitors trying to move within the City or trying to connect with the regional rail system. Furthermore, access to jobs and the ability to reverse commute into the City through the regional rail station for employment are specific focus areas for the Project. The Pilot Project also looks to explore opportunities to optimize transportation network efficiency, define a role for alternative and emerging mobility services and prepare for future transportation technologies.

Qualified firms are invited to propose an innovative and flexible transportation model aimed at encouraging ridesharing and alternative transportation solutions to connect key areas of the City. The City envisions an easily scalable service model that integrates real-time, dynamic operations technology and the "right-sizing" of vehicles based on demand. The technology should enable a fully automated scheduling, dispatching, and reservation system for a demand responsive transportation service.

• The City desires full access to and co-ownership of all service data associated with the Pilot to inform strategic transportation planning efforts.

Funding in the amount of up to \$750,000 per year is anticipated to be available for this Pilot Project. One half of this cost (up to \$375,000) is anticipated to be provided through Federal Transit Administration 5307 funding. The other half of the funding is anticipated to come from City funds and local partners.

Due to the geographic size of Arlington and funding constraints, the City anticipates that citywide rideshare service will not be feasible. While specific service area boundaries have not been defined, a list of key destinations that must be served by the Rideshare Pilot Project is included below. Station locations one (1) through three (3) must be included when the service begins. A phased approach that expands the service to include destinations four (4) through six (6) at a later date is acceptable. All six destinations should be served by the end of the first year. It is also acceptable for service areas around the key destinations to shift or grow over time to maximize ridership and the overall success of the rideshare service. The general location of the key destinations is illustrated in the map included in Exhibit A.

- 1. Centerport Trinity Railway Express (TRE) commuter rail station
- 2. Arlington Entertainment District
- 3. Downtown Arlington
- 4. The University of Texas at Arlington

- 5. Parks Mall
- 6. Arlington Highlands shopping area

3.2 REQUIREMENTS

- Turnkey solution provided through a single contract to include the following items:
 - o Real-time, dynamic service
 - Software application/platform necessary for scheduling, dispatch, user interface, data collection, reporting, backend dashboard.
 - o Vehicles
 - o Drivers
 - o Operation of service
 - o Customer service
 - Storage for vehicles
 - o Maintenance of vehicles
 - o Marketing of service
- Minimum of 6 days of service per week, Monday through Saturday
- Minimum of 10 hours of service per day, Monday through Friday. Service hours do not have to be continuous, although that service model may ultimately be preferred. Fewer service hours may be proposed for Saturday service, but should consider special events taking place in the Arlington Entertainment District.
- Headways of no more than 30 minutes. Headways may vary between different service areas.
- Ability for riders to travel within or between all service areas
- Service to key destinations list above
- Data sharing and ownership by City as described in Section 3.5 C.2.
- Ability to apply different rate structures to riders (i.e. promotions, University students, etc.)
- Customer service must be available during all hours when service is operational
- Ability to request an ADA accessible vehicle on-demand
- Service option for those without a smart phone, internet access, credit card
- Ongoing marketing of service, with a minimum of five (5) events, as described in Section 3.5 L.
- Ability to scale service based on demand
- Total cost not to exceed \$750,000

3.3 SERVICE PLAN

Proposed service plan should include provisions for service Monday through Saturday, except for major holidays. Proposals shall include service for a minimum of 10 hours of service per day Monday through Friday. Saturday service may be provided through a reduced number of service hours, but should consider special events taking place in the Entertainment District. The number of vehicles running may be scaled based on anticipated demand during the day (i.e. more vehicles available during rush hour, fewer vehicles available during off-peak times) and taking into account the requirements listed in Section 3.2 above. Headways should be no more than 30 minutes and may differ for different service areas of the City. Specific circumstances related to special events in the Entertainment District may necessitate a slightly different type of service than the typical day-to-day rideshare service. Riders should always be able to travel within or between all proposed service areas, including the TRE regional rail station.

3.4 PRICING/COST

Funding associated with this Pilot Project is an anticipated amount up to \$750,000 per year. One half of this cost (up to \$375,000) is anticipated to be provided through Federal Transit Administration (FTA) 5307 funding. The other half of the funding is anticipated to come from City funds and local partners. Funding amounts are subject to change during negotiations with the selected Proposer.

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This procurement is subsidized with state and federal transit operating funds. Applicable Federal clauses are set forth in **Section 7** of the solicitation.

The City anticipates receiving service revenue. The proposal shall confirm this understanding and clearly define how much revenue the City will receive, how that revenue will be returned to the City and how much revenue will be returned to the Project by the Proposer. Revenue owed to the City shall be returned to City within 60 days of the end of the billing cycle during which revenue was received.

3.5 DETAILED SCOPE OF WORK

The City invites proposals for the development and implementation of an innovative and dynamic demand response rideshare model. The key components of the Pilot Rideshare Service, as envisioned by the City are outlined below.

A. WORK PLAN

This plan shall include the schedule for submitting all preliminary and/or final services and documents as outlined in the Detailed Scope of Work. A draft Work Plan shall be submitted at part of the Proposer's response to the RFP as described in Section 4, Tab 9. A final Work Plan will be required prior to the Rideshare Service start date.

B. PROJECT MANAGEMENT

Project management will be a key responsibility of the Proposer, and a continuous function. The Proposer's Project Manager assigned to the Pilot Project shall have the authority to make commitments and decisions that are binding on the Proposer and any Subcontractors. The City will designate a project manager to coordinate all project activities. All communications between the City and the Proposer shall be coordinated through their respective Project Managers. In the area of Project Management, the Proposer shall:

- Schedule and facilitate a kick-off meeting and meetings at key milestones, field reviews, advisory and/or stakeholder group meetings, and other project related meetings.
- Proposer shall prepare agendas, minutes, and sign in sheets for all meetings.
- Maintain and update the work plan as approved by the City Project Manager.
- Develop and maintain an overall project schedule to ensure milestones are met in an efficient manner.
- Oversee Subcontractor (if any) activity. The Proposer's project manager will ensure that individuals performing tasks have appropriate skill levels and credentials.
- Coordinate all required deliverables including, Pilot operations, vehicle acquisition (if necessary), hiring of operators, vehicle branding, installation and configuration of any necessary software and hardware, documentation and training, branding and marketing, and performance monitoring and reporting, per the final contract agreement.
- Be available and responsive to requests for information, inspections or meetings related to FTA Third Party Oversight. As much as possible, these items will be scheduled ahead of time, but time-sensitive issues may arise.

C. PERFORMANCE MONITORING AND REPORTING

Proposer shall provide regular reporting, as follows:

C.1 Provide Bi-Weekly Staff Briefings

The Proposer shall provide bi-weekly briefings to the City Project Manager on completed tasks, deliverables, and all issues resolved during the 2-week period, with an explanation and new date for unmet tasks and deliverables. The briefing will also provide a forecast of activities and expected deliverables for the upcoming 1-month period. The bi-weekly briefing shall contain, at a minimum:

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- Summary of Work Completed To-Date
- Updates to Project Schedule
- Status of Pilot and Deliverables
- Activities and expected deliverables for the upcoming month
- Red-flag issues

C.2 Provide Performance Reports & Service Adaptation Plans (SAP)

Regular Performance Monitoring: Reporting and analysis tools shall be built into the technology platform and open to the City for regular use. All service data collected as part of the Pilot Project must be openly shared with the City and is the property of the City as well as the Proposer. The Proposer shall create custom reports as requested by the City. Reports shall allow for daily, weekly, monthly assessment of the Service so that changes can be made to improve service and ridership if deemed necessary by the City.

Performance Evaluation Reports: Proposer shall provide a Performance Evaluation Report at the end of each month of Rideshare Service. At six (6) months and 12 months of service, a Summary Performance Evaluation Report shall be submitted that includes all past performance measures and reporting to give a comprehensive overview of the success of the Rideshare Pilot Project to date.

Report Content: Monthly Performance Evaluation Reports shall summarize the performance of the Pilot, using clear and measurable criteria that could include but are not limited to:

- Demand summary (origin/destination, time of use, boardings per revenue hour, total ridership, type of rider)
- Trip data (travel times, routes trip denial rate, booking abandonment rates, percentage of time headways are met)
- Revenue summary (total revenue, revenue broken down by types of riders (if applicable), revenue returned to project)
- Hardware performance and reliability
- Vehicle maintenance, performance and reliability
- Status and success of marketing efforts (number of events, attendance, audience reach, etc.)
- Customer Service

Service Adaptation Plan: If circumstances arise that merit modifications to the Pilot service operations, a Service Adaptation Plan (SAP) must be submitted along with the monthly report, clearly delineating the problem(s), proposed solution(s), specific service changes, and timeline for implementing changes.

D. INVOICING

Proposer shall provide regular invoices for all services rendered. If revenue is being returned to the City through a credit on the invoice, invoice should clearly delineate revenue share for the previous month of service and provide documentation to support the revenue number. Proposer shall submit invoices monthly on the <u>15th</u> of each month and should include expenses for the preceding month with the billing period beginning and ending in the same calendar month. (i.e. – The invoice for period January 1 – January 31 would be due on February 15th). Should the 15th fall on a weekend or holiday, the invoice will be due on the next business day.

Invoices received on time will be payable by the City to the Proposer 30 days from the invoice date. Incomplete or inaccurate invoices shall be returned to the Proposer unapproved for correction. Invoices shall be submitted in a format agreed upon by the City and the Proposer.

E. FINALIZE PILOT PROJECT SERVICE PLAN

Proposer shall coordinate with the City Project Manager and staff to refine and approve the Pilot Project Service Plan, including type and number of vehicles, specific stops and routes (if necessary), times and days

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of service, service coverage areas, phasing, fare structure and cost structure. Field visits should be made to assess all proposed stop locations for safety, ADA access, and existing shelters and amenities.

Proposer shall work closely with the City to incorporate stakeholder feedback into the service model, as appropriate. Proposer shall work with the City to determine the cost per ride to users based on the proposed service model, associated costs to operate the Pilot, and available resources.

F. SOFTWARE, HARDWARE & EQUIPMENT PLANNING

Proposer shall provide all software, installation, training, and technical assistance, hardware and equipment required to deploy and manage the Rideshare Service.

E.1 Technology Platform Characteristics and Documentation

The City envisions a technology platform that can be used to, in real time, aggregate riders traveling from multiple origins to multiple destinations in an exceptionally efficient way that optimizes the balance between maximizing vehicle utilization and maintaining excellent quality of customer experience.

The platform should support fully automated scheduling, dispatch, and reservations, allowing passengers to book trips in real-time via phone, internet, and mobile application. The administrative interface should allow for real time monitoring and assessment of schedule adherence, vehicle locations, passenger breakdowns, driver performance, and other relevant trip details. It should be accessible via standard web browsers and from any commonly used internet-enabled device, and should provide options to generate reports and extract operational data for analysis.

Using the final Pilot Project service model and description of work above as a basis, the Proposer shall design and document processes and functionalities as they are to be implemented within the software component of the project. The Proposer shall document modules, platforms, and services that will be implemented to meet the City's needs, desired service model, and work rules.

Proposer will be responsible for coordinating payment and fare integration within the technology platform as necessary. The City envisions that the payment system will be highly accessible and may include access through a smartphone app, online, or by phone and would accept multiple forms of payment to accommodate residents that are unbanked, do not own a smart phone, or have low technology literacy.

Free W-Fi is strongly desired by the City, but not required.

E.2 Hardware and Equipment

The Proposer shall provide all necessary hardware required to deploy the Pilot Rideshare Service. If any transfer of equipment is required between vehicles, transfer should be simple and efficient. The operator user interface should be safe and easy to use, and include audible and clear messaging indicating passenger updates and stop changes. Driving instructions should be available in list, map, and turn-by-turn voice instructions to ensure safe operation.

a. Vehicle Acquisition & Operations Plan:

The City expects the Proposer to supply and maintain all necessary vehicles for the Pilot Project. If Proposer does not own the necessary vehicles for the Service as determined in the Service Model, vehicle acquisition by way of purchase, leasing, or other agreement will be required by the Proposer. The selected Proposer shall work with the City to develop a vehicle acquisition plan that clearly outlines the fleet size, type, fixed and variables costs, operations and maintenance needs.

The City desires vehicles that accommodate mobility limited users and bicycle storage, as feasible. Vehicles used in the performance of this contract shall be no more than five (5) years old and/or have no

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more than 150,000 miles during any time during the initial term or subsequent renewals of this contract. Vehicle registration and vehicle identification numbers will serve as proof of age. Vehicles must meet all EPA standards.

b. Vehicle Operations:

Selected Proposer is responsible for ensuring that all relevant federal, state, and local regulations are complied with. The selected proposer shall provide the City with a list of approved operators and the following information for each driver no less than 10 days prior to the Rideshare Service start date. Operators added to the list shall be provided to the City prior to performing tasks as an Operator for the Rideshare Service.

- General information sheet for each driver
- Copy of current valid Texas driver's license
- Copy of permit to operate within the City of Arlington
- Copy of CPR/First Aid certification
- Copy of Drug and Alcohol Training attendance/certification
- Copy of Defensive Driving Course attendance/certification
- Copy of Sensitivity Training attendance
- Copy of Criminal Background Check

Proposer shall clearly demonstrate that insurance and liability coverage will be provided for drivers. Proposals that include the use of unionized labor must clearly state all terms and conditions that may influence Pilot operations.

E.3 Software and Hardware Installation Plan

The Proposer shall develop a software and hardware installation plan that will be approved by the City Project Manager. The installation plan will detail all of the necessary tasks and the schedule to complete the installation of all software and hardware.

G. INSTALL AND IMPLEMENT SOFTWARE AND HARDWARE COMPONENTS

In conformance to the Technology Platform Documentation and Software and Hardware Installation Plan, the Proposer shall perform the following:

- Installation and testing of any necessary software components
- Installation and testing of necessary hardware on pilot vehicles
- Mock go-live
- Go live/roll out

H. SYSTEM AND USER TRAINING

This Rideshare Service is expected to be provided by the selected Proposer as a turnkey solution with minimal City staff resources needed to implement the service. However, the Proposer shall provide training and manuals for the City staff needed to monitor, assess, access data and develop reports using the dashboard and other tools provided by the selected Proposer. Selected Proposer shall also ensure adequate and complete training of drivers takes place prior to placing the drivers on the Approved Drivers List submitted to the City as specified in 3.5 F E.2b.

I. TECHNICAL SUPPORT

The Proposer shall provide ongoing technical support for the duration of the Pilot Project, which will be one year from the start of revenue service. The Proposer should indicate the level of technical support and ongoing monitoring that will be provided in order to ensure the system is functioning properly. Software

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upgrades should be provided as soon as they are available. Technical support could include but is not limited to:

1. Application and User Support:

- Phone and email responses to software failures or questions within 24 business hours
- Assistance with questions on use of approved software configuration and software version
- Availability of experts to confer on software new release installation and fixes to bugs
- Software upgrades

2. Hardware Support:

- Troubleshooting hardware or network failure
- Assistance with technical recommendations focused on improving system performance

J. CUSTOMER SERVICE

Customer service shall be available to riders anytime the Rideshare Service is in operation. The City expects this service as part of the overall turnkey approach and will not have staff available to respond to customer service requests.

- Riders shall have immediate access to customer service assistance via mobile application or phone call at any point in time when service is in operation.
- Customer service concerns related to safety shall be addressed immediately and reported to the City within two (2) hours.
- City shall have access to all customer service comments, questions, requests or complaints.

K. PILOT DEPLOYMENT PLAN

Proposer shall submit a draft plan for City Project Manager approval detailing all tasks necessary to deploy the Pilot Rideshare Service. Include timelines and indicate responsible parties. Tasks may include but are not limited to:

- Vehicle Procurement and Branding
- Stop or Station Preparation (if fixed stops are used)
- Driver Procurement and Training
- Administrative processes
- Test runs
- Promotional Events & Marketing
- Full Service Deployment

L. MARKETING/PROMOTIONS PLAN AND IMPLEMENTATION

Proposer shall develop a comprehensive marketing and promotions plan based upon previous experience deploying a new rideshare or similar service. The City envisions a combination of hard copy marketing materials, promotional events and subsidies, and online advertising. Strategic and robust marketing of the Pilot will be critical to its success. Proposers shall conduct a minimum of five (5) marketing events in addition to ongoing electronic, print and social media related marketing efforts.

3.6 DRUG AND ALCOHOL TESTING

U.S. Department of Transportation regulations require that any contractor that provides transportation services to a Federal Transit Administration (FTA) grant recipient (i.e., the City of Arlington) must establish and maintain a program for the prevention of prohibited drug use and alcohol misuse in transit operations. This anti-drug use and alcohol misuse program must include a written substance abuse policy and drug and alcohol testing program in accordance with Federal regulations as contained in 49 CFR Part40, 49 CFR655, and 49 CFR Part 29.

Successful bidders will have in place a comprehensive anti-drug use and alcohol misuse program, which meets or

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exceeds all Federal requirements. The City of Arlington will, from time to time, audit the contractor's records and drug testing program to ensure total compliance. All successful contractors shall be required to comply with this requirement.

The contractor agrees to carry out pre-employment and other drug testing as to all safety-sensitive employees and subcontractors performing safety-sensitive functions related to this service. The contractor agrees to NOT hire or contract with any persons who test positive for substances prohibited under the approved contractor drug and alcohol policy to perform any services under this contract.

3.7 SMOKE-FREE WORKPLACE

The City of Arlington is a smoke-free workplace employer. The Arlington City Council has also adopted a policy requiring City construction and service contractors to provide a smoke-free workplace in the performance of any city contract. **Smoking on City property is prohibited at all times.**

3.8 COMPLIANCE WITH TRANSPORTATION ORDINANCE

The contractor shall comply with all provisions of the City of Arlington transportation ordinance #03-040. A copy of the ordinance can be obtained on-line on the City of Arlington website at <u>www.arlingtontx.gov</u>

ADDENDUM 2 REMOVE AND REPLACE SECTION 4

SECTION 4 FORMAT AND CONTENT OF OFFER

4.0 Instructions

These instructions prescribe the format and content of the offer. They are designed to facilitate a uniform review process. Failure to adhere to the proposal format may result in the disqualification of the proposal.

It is the request of the City that the following section headings be used in the responses to this RFP and that they be arranged in the order as listed in the proposal. The respondent should provide a table of contents and should label divider tabs. Responses must be in sufficient detail to permit an understanding and comprehensive evaluation of the offer/qualifications.

One (1) clearly marked original AND SEVEN (7) bound exact copies, plus two (2) electronic copies on a flash drive, containing the submittal formatted to be read with Microsoft[®] software products or Adobe[®] PDF software.

Electronic copies of submittal (in PDF format) must replicate the actual packet of information being submitted in paper form to COA to include all signed forms and bid price sheet(s) along with any other required documentation specified. Respondent may include all required files on one thumb drive, CD or DVD.

Note: In case of a conflict between information on the hard copy and electronic version, the hard copy will take precedence.

Extra marketing or other information is not required and shall not be included. The proposal should be submitted with spiral binding or other non-cumbersome way. A letter on a transmittal page must be included and signed in original ink by an authorized person of the submitting company.

The response to this RFP shall be no longer than 60 single-sided printed pages. Page size shall be 8.5×11 inches (11×17 -inch pages may be utilized for graphical representations but each will be counted as two pages). Font size shall be no less than 11 pt. Tabs, dividers, resumes and required forms are excluded from the page count.

4.1 Format/Proposal Contents

The following information shall be provided in the order detailed:

Tab 1TITLE PAGE - List the RFP title, the name of the Proposer, managing office address, telephone number,contact person and date.

 Tab 2
 TABLE OF CONTENTS - Include a clear identification of the material included in the proposal by page number.

Tab 3 REQUIRED FORMS

Include in this section the completed and properly executed standard forms required by this procurement:

- 1. The signed Invitation to Proposal sheet
- 2. Copy of W-9 (December 2014 revision) "Request for Taxpayer Identification and Certification"
- 3. Proof of Insurance on original Acord Form
- 4. Attachment 1, Proposing Firms Questionnaire

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- 5. Attachment 2, Certification of Independence and No Conflict Of Interest
- 6. Attachment 3, References
- 7. Attachment 4, Certification of Restrictions on Lobbying
- 8. Attachment 5, Affidavit of Non-Collusion
- 9. Attachment 6, Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion
- 10. Attachment 7, Data Intake Form
- 11. Exhibit 1, CIQ Form Conflict of Interest Questionnaire
- 12. Exhibit 2, DBE/HUB Certification, if applicable

Tab 4 COVER LETTER

This letter should describe your firm's understanding of the City's existing conditions, challenges, and needs. Clearly state your understanding of the project needs, and any significant opportunities or constraints posed by the Pilot. Briefly discuss how your proposed approach aligns with the City's stated goals and objectives. Acknowledge the requirement to meet all FTA rules and regulations as included Section 7.

Tab 5QUALIFICATIONS OF THE FIRM AND KEY MEMBERS

Provide a description of the firm's history and background, including a description of the firm's size, number of employees and number of years the firm has been in business.

Describe the firm's direct experience on at least three (3) projects of similar size, scope and complexity completed in the past five years. Provide the name, address and telephone number of persons who may be contacted as references. Proposer shall also include dates, locations, costs, and project managers for these previous projects. Proposer shall similarly discuss the qualifications of all other firms proposed to be utilized in the performance of the work if joint venture partners are proposed or if subcontractors are to be used for substantial portions of the work.

Provide a description of the firm's knowledge areas and relevant experience. Specifically, cite any experience or knowledge of the following:

- Public transportation planning and operations
- Implementing projects funded through Federal Transit Administration (FTA) funds
- Implementing demand responsive, flexible transportation systems, including overall project outcomes and lessons learned
- Implementing automated scheduling, dispatch, and reservation systems, including setting accuracy and performance criteria
- Marketing new service to an auto-centric market

Include an organizational chart of all key team members, including any sub-contractors and identify the role each member will have in the project. Provide abbreviated resumes for the project manager and all key team members, including a description of type and years of experience, qualifications and skills most relevant to this RFP. Include the percentage of time each team member will devote to the project, and whether they are a full time employee, contractor or subcontractor. Include at least one reference with name, address, telephone number and contact person for each team member.

Proposer shall submit a letter from the Proposer's chief executive officer guaranteeing the key personnel named in the staffing plan will be assigned to the project unless their employment is terminated. If substitutes or "backup" personnel are planned on a contingency basis, such personnel shall also be reflected in the aforementioned staffing plan. Any changes in key personnel after the award of the contract must be approved by the City before the change is made.

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Proposer should describe available resources and capability for undertaking and performing the work.

Tab 6PROJECT TIMELINE

Provide a schedule for performing the tasks identified in the Scope of Work, Section III and based on the City's desired service start date of December 4, 2017.

Tab 7PILOT PROJECT APPROACH

Describe your firm's understanding of the project goals and provide a clear statement of the general approach to be undertaken on the project, including the level of effort required for the work proposed. Submittals should propose a comprehensive approach, describing a specific operational model, technology platform, service area, vehicle acquisition scheme, and marketing and performance monitoring plan.

If your proposal requires a modification or addition to the scope of service in the interest of innovation, please state this here and describe why your approach is innovative and varies from the scope of services.

The following questions/considerations shall be addressed in this section:

- 1. *Service Model Overview:* Include information on schedule and operations. Describe how the operational model would function from the perspective of the Operator, the City, and the User.
 - What is innovative about your proposed approach?
 - Why is your proposed approach the best fit for Arlington? Explain your reasoning for proposing the specific service model in your approach.
 - How many participants or people do you estimate will be reached by the project? Explain.
 - Describe the user experience and process for a user requesting a ride. Can the platform support various booking modes?
 - Does your model provide door-to-door service or a guaranteed pick-up/drop-off within a certain distance or walkable timeframe? Explain.
 - Is your model based on flexible service, fixed stops or a mix of the two? Explain the benefit of this approach.
 - Describe how customer service is handled.
 - Provide an estimate of anticipated ridership at one month, six months and one year.
- 2. *Service Area and Operating Hours:* Describe and include a map showing the proposed service areas and stop locations, if applicable.
 - What days and hours of operation does your approach propose?
 - How flexible are the proposed service/coverage areas?
 - Do you propose to integrate fixed stops? If so, how?
 - How will you determine if a service area needs to be revised?
- 3. *Fleet:* Describe type and quantity of vehicles required to serve the proposed Pilot coverage area(s)/location(s) to include the required destinations.
 - Are the vehicles owned, leased, sub-contracted, other?
 - Do you propose to use any vehicles owned by contracted drivers?
 - Is the proposed fleet all the same vehicle type or a mix? Why?
 - How many ADA accessible vehicles are proposed?

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- How old are the vehicles?
- Do you propose that Wi-Fi be available on the vehicles?
- Are the vehicles able to be branded specifically for the City of Arlington?
- Describe your ability to scale the number of vehicles up or down based on demand.
- Describe your ability to significantly scale up for special events such as sporting events or concerts in Arlington's Entertainment District.
- Describe the approach to fleet maintenance and storage.
- Describe your ability to meet FTA requirements for in-person vehicle inspections by the City at a predetermined, specific time.
- 4. **Technology Platform and Hardware Requirements:** Describe the features and functionality of the technology platform and hardware requirements.
 - What technology platform will enable the On-Demand service component of the Pilot?
 - Is the technology capable of providing a fully automated scheduling, dispatching, and reservation system for a demand responsive service?
 - Describe if/how your platform handles fare collection. Would your system be able to integrate with third party fare collection systems? Describe the ability of the system to allow different fare structures (i.e., University students pay less).
 - Will data gathered from the Pilot be open and shareable with the City?
- 5. *Operator(s):* Describe who you propose would operate the Rideshare Service, both the system and the vehicles.
 - Describe the role of the driver in determining route or who to pick up in your platform. Does the driver have the ability to decide if they will or will not pick up a rider?
 - Describe the background check process on drivers.
 - What information does the user see about the driver? Can a rider choose another driver?
- 6. **Performance Measures and Evaluation Plan:** Describe the procedures and methodologies that can be used to calculate and compile results during and after the project. Discuss details of reporting capabilities of technology platform or software, ease of use, list specific types of data that can be collected/shared with the City to improve transportation planning.
 - When/how often should the Pilot be assessed for performance?
 - Describe the data this platform collects and any reports that can be generated from it including standard reports (if applicable). Describe to what extent data collection and reporting can be customized to suit the agency's needs. Can this customization be performed by the agency?
 - Can the service be modified if the program/project if it is not performing intended? If so, how?
 - Confirm the following data needed to measure performance can be provided:
 - Ridership total, by type of rider, by revenue hour
 - o Travel times
 - Trip denial rate
 - o Booking abandonment rates
 - Percentage of time headways are met
 - o Revenue total, by type of rider
 - Vehicle performance and reliability
 - Number and success of marketing events audience reached
 - Calls for customer service

- 7. Accessibility: Discuss any limitations to your proposed Pilot service model.
 - How would the service accommodate mobility limited residents, such as seniors or physical impaired users?
 - How would the service accommodate unbanked users?
 - Can the service accommodate users without a Smartphone or data plan?
- 8. *Marketing and Promotions Plan:* Describe Proposer's approach to marketing and promoting the new rideshare service in Arlington.
 - Include examples of marketing strategies employed for other services.
 - How will branding will be used to market the service?
 - What specific promotional events are anticipated to market the service?
 - How do you measure the success of marketing efforts?
- 9. *System and User Training and Support:* Describe the program used to train drivers and dispatchers/schedulers. Describe how the City will be trained to use any dashboard/reporting tools.
 - Describe the technical support available if drivers need assistance while providing service.
 - Describe the technical support available if the City needs assistance using backend tools or creating reports.

Tab 8 WORK PLAN

The Proposer shall prepare a detailed Work Plan, describing each step in the overall review, analysis and completion of the Pilot Project in accordance with the Scope of Services in Section 3.5. In the interest of innovation, the Proposer is encouraged to modify the items included in the Scope of Services or include additional tasks that it feels should be included to develop a successful Rideshare Service, accompanied by an explanation for the modification or addition. Clearly indicate who will be responsible for specific tasks and services included in the Work Plan. This Work Plan shall contain the following elements, but will not be limited to:

- Work elements separated into tasks and phases
- Identification of key staff by work activity
- Identification of schedule start and stop dates for each activity
- Expected deliverables/results
- Key milestones (i.e., Pilot deployment, Performance Monitoring)

Tab 9 DBE SUB-CONTRACTING PLAN OR GOOD FAITH EFFORT

This contract is subject to the requirements of Title 49, Code of Federal Regulations, Part 26, *Participation by Disadvantaged Business Enterprises in Department of Transportation Financial Assistance Programs*. The overall goal for the City of Arlington's DBE participation is 10%.

Submit your firm's DBE Sub-Contracting plan or good faith effort to comply with this requirement.

Tab 10 DRUG AND ALCOHOL PROGRAM

U.S. Department of Transportation regulations require that any contractor that provides transportation services to a Federal Transit Administration (FTA) grant recipient (i.e., the City of Arlington) must establish and maintain a program for the prevention of prohibited drug use and alcohol misuse in transit operations. Proposer should

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provide a description of their drug and alcohol program including how it meets requirements listed in Section 3.7.

Tab 11 COST ESTIMATE AND FUNDING APPROACH

The City is interested in exploring new and different cost-effective approaches to completing this project. The final Scope of Services will be subject to negotiation. The Proposer's quoted price should reflect a turnkey approach as described in Section 3.2 and shall constitute full and complete compensation for the services and materials provided as outlined in Section 3.5, Scope of Services and in the Proposer's Work Plan. The City anticipates receiving service revenue. The proposal shall confirm this understanding and clearly define how much revenue the City will receive and how that revenue will be returned to the City. The proposal should also explain how much revenue will be returned to the Project by the Proposer and what benefits will be gained by the return of that revenue to the Project.

The total proposal cost should not exceed \$750,000 for one year of service and \$750,000 for a one year renewal at the City's option. Contingent on funding availability, the service model and geographic extent of the Pilot may need to be scaled to match available resources.

Proposers should also include a brief description of suggested approaches to develop financial partnerships to help fund the service. This information may be based on past experience and/or new and innovative suggestions.

Tab 12FINANCIAL DATA

In order to be considered for award, the respondent must demonstrate business and financial stability to the City. Therefore, the respondent must provide a minimum of **one** of the following in support of the financial stability of the firm:

- a. A statement regarding the firm's financial stability including information as to any current or prior bankruptcy proceedings or
- b. A Dun & Bradstreet (D&B) Supplier Evaluation Report (SER), or similar type report, delivered to the City of Arlington Purchasing Division. All costs associated with this report shall be borne by the Respondent or
- c. A copy of a certified financial statement for each of the last three years prepared by an independent certified public accounting firm or Federal Tax Return for previous years which may be submitted in a separate sealed envelope, marked confidential.

Tab 13 Risks

Provide a list of risks and specify the method of controlling, mitigating, and/or eliminating these risks. Specify which risks are identified as beyond your control and a plan to minimize these risks.

Tab 14OTHER INFORMATION

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Since the preceding sections are to contain only the data that is specifically requested, any additional information that is considered essential to the proposal should be included in this section. If there is not additional information to present, state "There is no additional information we wish to present."

> Proposals that fail to meet the format guidelines may be considered non-responsive and disallowed from further consideration.

ATTACHMENT 1 PROPOSING FIRM'S QUESTIONNAIRE REMOVE AND REPLACE

- 1. Proposing Firm Corporate Name
- 2. Type of organization (corporation, joint venture, partnership, individual).
- 3. History Year established.
- 4. State the length of time you have been in that business under your present name.
- 5. Size in terms of annual revenue, number of employees and number of clients.
- 6. Describe the nature of your current business, business philosophy regarding operations and client relationships.
- 7. A brief description of the company, other lines of business that the company is directly or indirectly affiliated with, and a list of related companies.
- 8. Have you ever failed to complete any contract awarded to you? If so, where and why?
- 9. Has any officer or partner proposed for this assignment ever been an officer or partner of some other organization that failed to complete a contract? If so, state name of individual, other organization, and the reason.
- 10. Has any officer or partner proposed for this assignment ever failed to complete a contract handled in his or her own name? If so, state name of individual, other organization, and the reason.
- 11. Information on the circumstances and status of any disciplinary action taken or pending against the firm, or its officers, during the past three (3) years with any regulatory bodies or professional organizations.
- 12. With what individuals or entities has the supervising principal been associated with, as partner or otherwise, during the last seven (7) years? Attach additional sheets as necessary.
- 13. List any bankruptcy proceedings in the last seven (7) years recorded by Proposing firm, Parent Corporation, or any affiliate or related company.
- 14. The firm shall also disclose any anticipated mergers, transfer of organization ownership, management reorganization, or departure of key personnel within the next twelve (12) months that may affect the organization's ability to carry out its proposal.
- 15. Will subcontractors be used if you are selected to provide services to the City?
 - a. If yes, provide name, address and telephone number of all subcontractors to be used.
 - b. If yes, will you provide full and complete disclosure of all compensation to be paid to subcontractor?
- 16. Customer Service:
 - a. How will your services meet the needs of the Department's customers and/or the public?
 - b. In the event of a routine problem, who is to be contacted within your organization?
 - c. In the event of the identification of a problem by the Department, describe how you will address such problems and the timeframe for addressing them.

Signature

Name and Title

Company Name

Reference Number: RFP 17-0132

ATTACHMENT 2 CERTIFICATION OF INDEPENDENCE AND NO CONFLICT OF INTEREST REMOVE AND REPLACE

By submitting a proposal in response to the City of Arlington's **Request for Proposal 17-0132** the undersigned certifies the following:

- 1. The proposal has been developed independently, without consultation, communication or agreement with any employee or consultant to the City who has worked on the development of this RFF, or with any person serving as a member of the evaluation committee.
- 2. The proposal has been developed independently, without consultation, communication or agreement with any other Vendor or parties for the purpose of restricting competition.
- 3. Unless otherwise required by law, the information found in the proposal has not been knowingly disclosed and will not be knowingly disclosed prior to the award of the contract, directly or indirectly, to any other Vendor.
- 4. No attempt has been made or will be made by the undersigned to induce any other Vendor to submit or not to submit a proposal for the purpose restricting competition.
- 5. No relationship exists or will exist during the contract period between the undersigned and the City that interferes with fair competition or as a conflict of interest.
- 6. The respondent's proposal is based solely on its own understanding of the requirements of the RFP based on the written contents of the RFP, and any written addenda and written clarifications provided to vendors during the procurement process by the purchasing agent.
- 7. The respondent acknowledges and agrees that the City is not bound by any oral or written representations, statements, promises, agreements (formal or informal), or understandings (collectively Statements) which were made at any time prior to or during the procurement process by an elected official, officer, appointed official, employee, agent, representative or consultant which are NOT expressly incorporated into the RFP or included by written addenda or written clarifications during the procurement process and issued by the purchasing agent.
- 8. **The respondent** shall guarantee in writing the availability of the services offered and that all proposal terms, including cost, will remain firm a minimum of **180** days following the deadline for submitting proposals.

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Signature	
Name and Title	
Company Name	
Date	

Reference Number: RFP 17-0132

ATTACHMENT 3 REFERENCES REMOVE AND REPLACE

Work by Vendor and Staff assigned to this project which best illustrates current qualifications relevant to the City's project that has been/is being accomplished by personnel that shall be assigned to the City's project. List at least than three (3) projects and no more than ten (10) projects. Must complete this form for each reference.

a. Project Name & Location		<u>c. Project Owners Name</u>	<u>& Address</u>		
b. Completion Date (Actual or Estimated)					
d. Estimated Cost \$		e. Project Owner's Contact Number	Person, Title, & Telephone		
Entire Project Final Cost \$	Work for Which Firm Was/Is Responsible	Email			
\$ % <u>f. Scope of Entire Project</u> (Please give quantitative indications wherever possible)					
g. Nature of Firm's Responsibility in Project (Please give quantitative indications wherever possible)					
<u>h. Firm's Personnel (Name/Project Role) Tha</u>	at Worked on the Stated Proj	ect That Shall Be Assigned to	the City's Project		
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ATTACHMENT 4 CERTIFICATION OF RESTRICTIONS ON LOBBYING REMOVE AND REPLACE

The undersigned certifies, to the best of his or her knowledge and belief, that:

- No Federal appropriated funds have been or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan or cooperative agreement.
- 2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying", in accordance with its instructions.
- 3. The undersigned shall require that the language of this certification be included in the award documents for all sub-awards at all tiers (including subcontracts, sub-grants, and contracts under grants, loans, and cooperative agreements) and that all sub recipients shall certify and disclose accordingly.

This certification is a material representation of the fact upon which reliance is placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Signature of Authorized Person

Name and Title

Company Name

Address

Type of Entity

Reference	Number:	RFP	17-0132

ATTACHMENT 5 AFFIDAVIT OF NON-COLLUSION REMOVE AND REPLACE

I hereby swear (or affirm) under the penalty for perjury:

- 1. That I am the bidder (if the bidder is an individual), a member of the bidding partnership (if the bidder is a partnership), or an officer or employee of the bidding corporation having authority to sign on its behalf (if bidder is a corporation);
- 2. That the attached bid has been arrived at by the bidder independently, and has been submitted without collusion with, and without agreement, understanding, or planned common course of action with, any other vendor of materials, supplies, equipment, services described in the Invitation for Bids, designed to limit independent bidding or competition.
- 3. That the contents of the bid have not been communicated by the bidder or its employees or agents, to any person not an employee or agent of the bidder or its surety on any bond furnished with the bid, and will not be communicated to any such person prior to the official opening of the bid; and
- 4. That I have fully informed myself regarding the accuracy of the statements made on this affidavit.

Signature of Authorized Person

Name and Title

Company Name

Address

Type of Entity

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ATTACHMENT 6 CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION REMOVE AND REPLACE

- 1. By signing and submitting this bid or proposal, the Bidder is providing the signed certification set out below.
- 2. The certification referred to in this paragraph clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, Handitran may pursue available remedies, including suspension and/or debarment.
- 3. The prospective lower tier participant shall provide immediate written notice to Handitran if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
- 4. The terms "covered transaction," "debarred," "suspended," "ineligible," "lower tier covered participant," "persons," "lower tier covered transaction," principal, "'proposal," and "voluntarily excluded." as used in this paragraph, have the meanings set out in the Definitions and Coverage sections of rules implementing Executive Order 12549, 49 CFR Part 29. You may contact Handitran for assistance in obtaining a copy of those regulations.
- 5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized in writing by Handitran
- 6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause entitled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and all solicitations for lower-tier covered transactions.
- 7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the Non-procurement List issued by U.S. General Service Administration.
- 8. Nothing contained in the foregoing shall be construed to require establishment of system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
- 9. Except for transactions authorized under subparagraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to all remedies available to the Federal Government, Handitran may pursue available remedies including suspension and/or debarment.

CERTIFICATION

The prospective lower tier participant certifies, by submission of this offer, that neither it nor its "principals," [as defined at 49 C.F.R. § 29.105(p)] is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency.

When the prospective lower tier participant is unable to certify to the statements in this certification, prospective lower tier participant shall attach an explanation to this proposal.

Signature of Authorized Person

Name and Title

Company Name

Reference Number: RFP 17-0132

ATTACHMENT 7 DATA INTAKE FORM REMOVE AND REPLACE

FOR MINORITY AND/OR WOMAN OWNED BUSINESS ENTERPRISES

(To be completed only if applicable)

Minority and/or Woman Owned Business Enterprises are encouraged to participate in Arlington's procurement process. In order to be identified as a Qualified Minority and/or Woman Owned Business Enterprise in the City of Arlington, Texas, this form, along with a copy of your certification, must be returned to the City of Arlington Purchasing Division. You should return these documents with this response, unless you have previously submitted this information within the past 36 months.

INDICATE ALL THAT APPLY: ___ Minority Owned Business Enterprise ___ Woman Owned Business Enterprise

MINORITY STATUS: Has this firm been certified as a minority, women or disadvantaged business enterprise by any governmental agency? ____Yes No ____ (If yes, please specify government agency)

The above information is for information only. The City of Arlington encourages minority business participation; however no preferences shall be given.

PROCURMENT OPPORTUNITY				
How were you notified of this procurement opportunity:				
City of Arlington Supplier Portal	Bid Notification Service			
Fort Worth Star Telegram	City Website			
City of Arlington employee (other than Purchasing)	Chamber of Commerce			
City's Television Station	Other:			
/				

NO BID SHEET		
If your firm has chosen not to submit a bid for this procurement. <i>Please check item(s) that apply:</i>		
Do not sell the item(s) required		
Unable meet the Specifications	Insufficient time to respond	
Unable to be competitive	Specifications are unclear/ambiguous	
Cannot provide Insurance	Unable to provide Bonding	
Unable to comply with Indemnification	Job too large	
Do not wish to do business with the City	Job too small	
	Other reason:	

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