



Staff Report

Execute a Contract for Demand Response Rideshare Services, Bid Project 17-0132	
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City Council Meeting Date: 11-7-17	Action Being Considered: Minute Order
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RECOMMENDATION

Authorize the City Manager or his designee to execute a contract for a demand response rideshare service with Via Transportation, Inc. of New York, New York ("VIA") for an estimated amount of \$922,500 (including \$322,500 in City funds) for a one-year pilot project.

PRIOR BOARD OR COUNCIL ACTION

On June 13, 2017, City Council approved Resolution 17-134 authorizing the competitive sealed proposal procurement method for demand response rideshare service.

ANALYSIS

A Request for Proposals (RFP) was issued on August 2, 2017 to solicit responses from various firms experienced with providing transportation and demand response rideshare services. The proposed Rideshare Pilot Project will provide a new on-demand, shared mobility transportation option within several areas of the City. The initial Startup Phase will begin service on December 11, 2017 and will provide service to an area that includes the CentrePort TRE Station, the Entertainment District, Downtown and the University of Texas at Arlington. This phase will facilitate the transition from the MAX service to the Rideshare service. The Phase I Launch will take place in January 2018 and will expand the service area to cover a greater geographic area that still includes those destinations included in the Startup Launch. The Phase II Launch will take place later in the first year, but likely within the first four to six months of service and will expand service to include the areas around the Parks Mall and the Arlington Highlands. Riders will pay a flat per trip fee, estimated to be \$3.00 per trip at service launch. All Service revenue will be used to support or grow the Service.

Customers will request a ride through a smart phone application or dial-in number and be picked up at their door or within a short walking distance. The proposed service would be available Monday through Saturday with service hours varying based on the day of the week, but generally offering options throughout the day. We expect that following the startup, customers will be able to use the service from approximately 7:00 a.m. to 10:00 p.m. Monday through Friday with slightly adjusted Saturday hours. The service is designed to be flexible and respond to demand, so specific service areas and hours may shift as data is gathered from users. Up to ten Mercedes-Benz Metris vans, seating six passengers each, will be used for the Pilot Project with the ability to add vehicles based on demand. Accessible vehicles will also be utilized to meet the needs of those riders with disabilities. Customer service will be available anytime the rideshare service is in operation.

All relevant ridership-related service data will be co-owned by VIA and the City and regular reports will be provided to the City, allowing the Pilot Project to inform future transportation planning decisions made by City Council. The contract contains several performance criteria related to estimated time of arrival (ETA), pick-up time compared to ETA and technical "up time".

An evaluation team, comprised of City staff, evaluated and scored the submittals based on weighted criteria; including data collection and reporting requirements, vendors' experience, quality assurance, performance monitoring, innovative private/public partnership, and overall cost. The following firms were evaluated:

VENDOR	MWBE
Via Transportation New York, NY	N
Double Map Indianapolis, IN	N
HB Software Solutions Lowell, MA	N
Irving Holdings Fort Worth, TX	N
Transcare LLC Houston, TX	WO

Upon completion of the evaluation, it was determined that the proposal submitted by VIA was the most advantageous and offers the best overall value to the City based on the criteria established in the RFP.

VIA was selected based on their thorough understanding of the desired rideshare service characteristics and their expertise in successfully providing similar flexible and scalable services in a variety of locations.

RFP closed:	2:00 p.m., September 14, 2017
Vendors notified through Demandstar:	117
Vendors notified through Supplier Portal:	4
RFP received:	5
Contract term:	One Year /with four one-year renewal options
Current term:	Initial Term (December 11, 2017 – December 10, 2018)

FINANCIAL IMPACT

The estimated cost for the one-year Pilot Project is \$922,500, with the City providing a portion of the funding in the amount of \$322,500 and the Federal Transit Administration (FTA) providing the remaining funding in an amount not to exceed \$600,000. The projected financial impact for this one-year contract is as follows:

<u>FY 2018</u>	<u>FY 2019</u>	<u>FY 2020</u>
\$268,750	\$53,750	\$0

Funds are budgeted in the Community Development and Planning Special Services Service Account No. 460201-61002-410318.

ADDITIONAL INFORMATION

Attachments:	Attachment A: VIA Arlington Contract Attachment B: VIA Scope of Work Attachment C: Conceptual Map Attachment D: Key Destinations Map for Contract
Under separate cover:	None
Available in the Purchasing Division:	RFP File
MWBE:	N
Notarized Form 1295:	Yes

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