On-Demand Mobility Software RFP
Proposer Conference Call
Marin Transit
November 1, 2019
Today’s Presentation

- Overview of Current Programs
  - Marin Transit Connect
  - TAM “GETSMART” Lyft Program
- Goals of RFP
- Checklist
- Schedule and Next Steps
What is Connect?

- On Demand, Shared-Ride, Accessible Public Transit Service
- Trips Requested Thru App or by Calling Scheduling Line
- Curb-to-Curb Service within Service Area (Northern San Rafael)
- Phase 1: May 2018-December 2018 (initial launch/testing/refinement)
- Phase 2: January 2019-December 2019 (stabilization/supply adjustments)
- Phase 3: January 2020 - June 2020 (geographic expansion/fare change)
Current Service Overview

**Service Hours:** 6:20 am – 7:00 pm

**Ride Request:** made using app or calling scheduling line

**Fares:** $4.00 seat / $2.00 seat for transit stop/senior/ADA

**Service Area:** Northern San Rafael

**Vehicles:** 9 passenger vans (5 passenger + Wheelchair)

* Subject to change in January of 2020
Why Connect?

• Pilot Program to Test:
  — Can a new program effectively serve multiple markets?
  — How will riders respond to new technologies (app-based reservation service)?

• Goals
  — Provide increased/new same-day, accessible mobility option for riders with disabilities
  — Increase first and last mile connectivity to existing fixed route transit
  — Help commuter traveling to jobs in Marin County reach their final destinations
TAM Lyft Program

• $5 Subsidy on Rides from SMART Stations in Marin County
  – Customers redeems promocode in Lyft app
  – Rider pays initial $2 and everything exceeding $7

• Goals
  – Support access to SMART stations
  – Encourage carpooling options
  – Reduce congestion and pollution
Goals of RFP

• Implement Technology to Support an Accessible, On-Demand Shared-Ride Program in Marin County

• Enhance Mobility Services for those Using Mobility Devices and Seniors through a Public-Private Partnership that Leverages Private Sector Technology and Public Transit Operations

• Support First-Last Mile Connections to Rail/Fixed Route Bus Network and Destinations in Marin County
Submittal Requirements

• Cover Letter
• Relevant Experience
• References
• Scope of Work including Checklist (Exhibit C)
• Timeline
• Price Proposal
• License Agreement
• Required Forms
Scope of Work Checklist (Exhibit C)

- Complete form and indicate if:
  - Feature Currently Exists
  - Feature is in Development or Bidder Willing to Accommodate
  - Bidder is Not Willing to Accommodate

- Requested and Optional Features
  - System Setup
  - Customer Smartphone App
  - Driver App
  - Data Collection & Reporting
  - Technical Support

- Completed checklist is mandatory for submission
## Evaluation Criteria

<table>
<thead>
<tr>
<th>Available Points</th>
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<tbody>
<tr>
<td><strong>References / Experience with Similar Agencies</strong></td>
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<tr>
<td><strong>Ability to meet Scope of Work</strong></td>
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<tr>
<td>- Demo / Training Plan / Implementation Timeline / Process</td>
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<tr>
<td>- Customer and Driver App Features</td>
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<tr>
<td>- Backend System Requirements &amp; Reporting Features</td>
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<tr>
<td>- Technical Support/Customer Service/Project Management Plan</td>
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<td>- Ability and Willingness to Deliver Optional Features</td>
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**Price Proposal**

| TOTAL | 40 |

**TOTAL**

<p>| TOTAL | 100 |</p>
<table>
<thead>
<tr>
<th>Task</th>
<th>Original Date</th>
<th>Updated Date1</th>
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<tbody>
<tr>
<td>Request for Proposals issued by Marin Transit</td>
<td>October 18, 2019</td>
<td>October 18, 2019 (no change)</td>
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<tr>
<td>Proposers’ Conference (optional) hosted by Marin Transit</td>
<td>October 29, 2019 at 1:00 PM PST</td>
<td>November 1, 2019 at 10:00 AM PST</td>
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<tr>
<td>Deadline for receipt of written questions and requests for addenda — 3:00 pm PST</td>
<td>November 1, 2019</td>
<td>November 6, 2019</td>
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<tr>
<td>Marin Transit responses and addendum issued</td>
<td>November 8, 2019</td>
<td>November 13, 2019</td>
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<tr>
<td>Proposals due — 3:00 p.m. PST</td>
<td>November 25, 2019</td>
<td>November 27, 2019</td>
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<td>Oral Interviews &amp; Software Demo (if needed)</td>
<td>December 12 &amp; 16, 2019</td>
<td>December 12 &amp; 16, 2019 (no change)</td>
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<td>Contract award (anticipated)</td>
<td>February 2020</td>
<td>February 2020 (no change)</td>
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1. Marin Transit reserves the right to alter the dates shown above by written notice.
Questions?
• All Questions Due by November 6, 2019

• Official Answers will be posted on District’s website by November 13th, 2019.