



On-Demand Mobility Software RFP Proposer Conference Call

Marin Transit

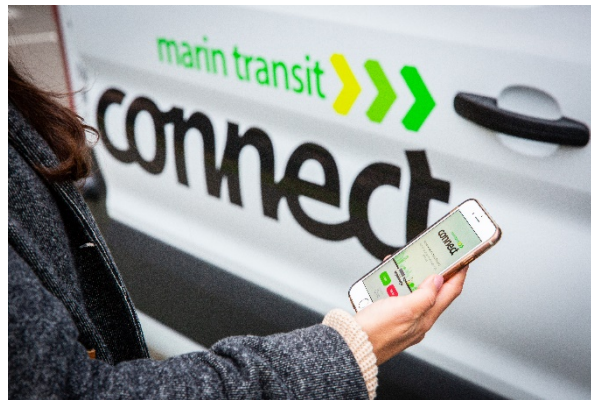
November 1, 2019

- **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)





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

- **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

- **\$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



- **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**

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

- **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**

	Available Points
References / Experience with Similar Agencies	10
Ability to meet Scope of Work	50
-Demo / Training Plan / Implementation Timeline / Process	5
-Customer and Driver App Features	10
-Backend System Requirements & Reporting Features	15
-Technical Support/Customer Service/Project Management Plan	10
-Ability and Willingness to Deliver Optional Features	10
Price Proposal	40
TOTAL	100

Task	Original Date	Updated Date¹
Request for Proposals issued by Marin Transit	October 18, 2019	October 18, 2019 (no change)
Proposers' Conference (optional) hosted by Marin Transit	October 29, 2019 at 1:00 PM PST	November 1, 2019 at 10:00 AM PST
Deadline for receipt of written questions and requests for addenda — 3:00 pm PST	November 1, 2019	November 6, 2019
Marin Transit responses and addendum issued	November 8, 2019	November 13, 2019
Proposals due — 3:00 p.m. PST	November 25, 2019	November 27, 2019
Oral Interviews & Software Demo (if needed)	December 12 & 16, 2019	December 12 & 16, 2019 (no change)
Contract award (anticipated)	February 2020	February 2020 (no change)

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.**

