On Demand Mobility Software

Issued November 13, 2019

The following is an addendum to the Request for Proposals for On Demand Mobility Software. This addendum includes additions, clarifications, modifications and answers to questions received by Marin Transit before the deadline for questions at 3:00 PM on Wednesday, November 6, 2019.

The RFP, together with Addendums #1 and #2, constitutes the entire understanding between each of the participating proposers and the District. The changes to the RFP as set forth herein, shall be incorporated into your proposal where required. **Please acknowledge receipt of this addendum in your proposal as instructed in Section 3 - Proposal Requirements by specifically listing the RFP title, each Addendum number and date of issuance.**

I.   MODIFICATIONS AND ADDITIONS TO THE RFP:

   1)   Section 2.2 of the RFP should be amended to include the following:

Software and Backend System section should be amended to allow call center staff to place a pre-scheduled ride into the administrative console of the system. This should be a required feature of the software.

Customer Smartphone App section should be amended to include the ability to request a pre-schedule ride within the app.

II. SUMMARY OF QUESTIONS AND ANSWERS:

   Q1.   During the pre-proposal conference, slide 4 indicated that fares and service area may change in January 2020. Do you anticipate any change in service hours as well?
   A1.   No, Marin Transit does not anticipate any significant changes to the service hours in January 2020. However, one of the markets for the service is the first/last mile commute market. Therefore, if the SMART schedule changes, then we may need to adjust the service hours in order to meet the train arrivals/departures.

   Q2.   Can you confirm the number of vehicles?
   A2.   Four vehicles are currently operating the service today. Marin Transit may purchase additional vehicles but does not anticipate the number of vehicles to exceed 10 within the first two years of the agreement. Future service levels and vehicle requirements after the first two years will be assessed based on the performance of the service.

   Q3.   Are the vehicles in service today EVs?

A3.   No, the four vehicles operating the service today are not electric vehicles. They are Ford Transit vans fueled with gas. Marin Transit is exploring grant opportunities that may allow for the purchase of electric vans in the future.

Q4.   What is the desired maximum wait time for a passenger requesting a ride?
A4.   The maximum wait time is currently set at 30 minutes. Marin Transit does not anticipate this to change. However, we will monitor the impacts of wait times on ride denials with the expanded service area and will consider adjusting the maximum wait time if necessary.

Q5.   Can caregivers (or others) request a ride on behalf of a senior?
A5.   Yes, we currently allow individual passengers to add multiple passengers in a single ride request. If a caregiver books a ride on behalf of a senior it will be necessary for the caregiver to book the rider with the senior's credentials so that any benefits for which they are qualified are applied.

Q6.   What customizations are you looking for from a product?
A6.   See Section 2 – Scope of Work for a description of required and optional features. A map of the intended service area is also included in this section.

Q7.   What is current ridership? Do you have any projected changes in ridership?
A7.   See sections 1.1 Overview of District & Current County Programs and 2.1 District and TAM Commitments for information regarding current and projected ridership. Additional information can be found in the Connect Evaluation Report which is available on the Marin Transit website and linked here. Marin Transit also provides ridership data in the quarterly monitoring reports submitted to the Marin Transit Board of Directors. These reports are available on the Marin Transit website and are linked here.

Q8.   Do riders need the ability to pre-schedule a ride?
A8.   Yes, see Modifications and Additions to Scope on page 1 of this addenda.

Q9.   Is Marin Transit looking for an off-the-shelf product with the required customizations or a solution built from the ground up to complement Connect and First/Last Mile?
A9.   Marin Transit is not seeking a custom solution. Rather, it is anticipated that an off-the shelf product will be proposed and customization added to meet the request scope of work.

Q10.   Will the source code of the services currently being used (Marin Transit Connect and TAM First/Last Mile) be available to the vendor for integration purposes? If not, will there be an API available for performing the required operations and/or fetching the required data?
A10.   No source code will be provided. The District is requesting a software that would potentially take the place of the current platform used as opposed to integrate with the current Connect and TAM First/Last Mile solution.

Q11. We are assuming that there are no enhancements or modifications that will be required in existing connect solution. Please confirm.

A11. See response to Q9.

Q12. We are assuming that no external hardware integration will be required (for example, electronic validation unit, Driver Control Unit (DCU) etc.)? Please confirm.

A12. Correct, the proposed system will not need to integrate with any outside hardware. The RFP does request the vendor to identify any needed hardware to support the software based on the requested scope of services.

Q13. The RFP document mentions "The ability to directly access and control of base map properties of the software." Can you please elaborate this?

A13. Page 10 identifies this as an option feature. This request is to address driver or rider issues associated with routing or walking paths that may not reflect actual field conditions. For example, if the base map does not recognize a pedestrian connection to or from a major activity center, it may select a pickup point that is not safe or intuitive. We are interested in having some control over the base map or have the ability to add exceptions or restrictions to the base map to control driver or rider pickups/drop-offs.

Q14. We would like to understand the purpose of "on street and off-street travel speed settings".

A14. Page 10 of the RFP includes an option feature of the software that states, "Ability to adjust back end such as max ETAs, deviation thresholds for shared rides, on street and off-street travel speed settings, and walking thresholds for riders." It is our assumption that the software will provide estimated pickup times to the passenger based on several factors including the travel time by the driver to get to the pickup location. It is also our assumption that the system will use speed setting from a base map to estimate the travel time of the driver. The request to adjust travel speed settings is to determine the level of customization available if the software is not accurately providing riders pickup ETAs.

Q15. What all are the agency-sponsored fare payment options?

A15. Page 10 of the RFP requests the Customer Smartphone App shall "allow a rider to indicate a payment method, such as a credit card option, cash-payment on-board or other agency-sponsored fare payment options." Agency-sponsored fare payment options should assume ride credit provided within the app.

Q16. Apart from the Vans, are you looking for different vehicle types for example Paratransit Vehicles etc.? If yes, please list down the vehicle types.

A16. The District is not requesting vendors to provide operations or equipment as part of this solicitation. This is outlined in Section 2.1 of the RFP. The District may decide to use other vehicle types for this service including sedans or cutaway vehicles.

Q17. The RFP document mentions "The ability to integrate and show other public transit options within the system (including real-time arrivals and location) and include an integrated fare payment for transfer to and/from

these services;" We need to understand the precise scope of work and integration points for this.

A17.   Page 10 of the RFP lists this as an optional feature of the software. We are simply interested in understanding if your proposed solution currently includes these capabilities and/or if you're interested in developing this as part of this project. Our current software does not include this functionality so there is no specific scope of work based on current functionality.

Q18.   The RFP document mentions "The ability to show options for other non-District operated mobility services within the same system and allow booking to these systems and integrated fare payment; and" We need to know the exact scope of work and integration points.

A18.   Page 10 of the RFP lists this as an optional feature of the software. We are simply interested in understanding if your proposed solution currently includes these capabilities and/or if you're interested in developing this as part of this project. Our current software does not include this functionality so there is no specific scope of work based on current functionality.

Q19.   The RFP document mentions "The ability to associate a rider with an employer sponsored program and either directly bill employee rides to an employer account or remove payment requirements for employee rides and allow District to invoice employer for employee rides;" We need to understand the exact scope of work and integration points required to implement this.

A19.   Page 10 of the RFP lists this as an optional feature of the software. We are simply interested in understanding if your proposed solution currently includes these capabilities and/or if you're interested in developing this as part of this project. Our current software allows riders to input a code that associates them with a specific employer. When the employee uses the service, the ride is flagged as paid by employer and Marin Transit does an offline reconciliation with the employer. The District is open to other ways employers can directly pay for employee rides in the system.

Q20.   The RFP document mentions "The app can allow a "period pass" to be purchased for unlimited rides in a 1-day, 7-day, or 31-day period. Pass can be recognized within the system and presented to driver as visual inspection on fixed route services." We are assuming that other than pass there is no mobile ticketing functionality required (For example, Ticket for the specific routes, Rates etc.). Please confirm. We are assuming that there is no QR code/Bar code implementation required to validate the passes. Please confirm.

A20.   Page 11 of the RFP lists this an optional feature of the software. We are simply interested in understanding if your proposed solution currently includes these capabilities and/or if you're interested in developing this as part of this project. We do not plan to have any onboard validators on these vehicles. If your software offers validators or any other mobile ticketing functionality beyond that identified in the RFP, please describe in your response.

Q21. **Our discount mechanism works based on the promo code, Admin can create number of promo codes and passenger can apply those promo codes at the time of booking request and avail the discount. Can you please confirm if you are fine with this approach or you are anticipating predefined discount approach based on factors such as rider type, trip start/end location, or time of day.**

A21. See page 10 of RFP for details on desired discounts for riders. Response should clearly state how discounts are applied and any limitation associated with the use of these within the app.

Q22. **Do you need in-app Wallet (Closed wallet) implementation?**

A22. The software should allow a rider to pay for a ride through the app using a credit card or pre-purchased ride credit. Bidder should identify how fares are transmitted to Marin Transit and what type of payment gateway is needed. Marin Transit currently uses Stripe for its payment gateway.

Q23. **Do you require tablet/iPad support for both passenger and driver app?**

A23. Yes, some level of training materials should be provided for both the passenger and driver app. Please detail or provide examples in your response.

Q24. **Do you require GDPR like privacy implementation?**

A24. The proposed software solution should take into consideration what personal information is made available in the reporting and dispatch views. As a public agency, Marin Transit is subject to the California Public Records Act and needs protections in place to ensure its riders privacy is protected.

Q25. **We are considering English as a default language; do you expect us to consider additional language support? If yes, please specify the languages.**

A25. The default language for the app should be English. Vendor should indicate if, and what other languages are currently supported.

Q26. **Are there any features which are not covered in the requirement draft but need to be considered?**

A26. See Modifications and Additions to Scope on page 1 of this addenda.

Q27. **Can Marin Transit clarify whether the assumed productivity (4 passengers per hour) represents utilization per vehicle hour, or utilization across the entire fleet each hour?**

A27. The target productivity presented to the Board identified 4 passengers per revenue vehicle hour. If there are four vehicles in service during one hour of service, 16 passenger trips would be needed to meet the 4 passenger per hour target.

Q28. **Does Marin Transit have an estimate of how many trips will be requested on-demand (same-day trip reservation) versus pre-scheduled (advance reservation)?**

A28. It is estimated at up to 20% of trips will be pre-scheduled and the remaining 80% will be on-demand.

Q29. **Does Marin Transit have a target goal for growing paratransit ridership? For instance, does Marin Transit anticipate that a certain percentage of trips will be taken by paratransit-eligible individuals (seniors and those with disabilities), as opposed to general public riders (e.g., commuters)?**

A29. While the District is interested in expanding use of the service by older adults and those with disabilities, there is no target goal.

Q30. **Is Marin Transit interested in integrating the Marin Transit Connect service and the TAM GETSMART service into a single platform? If so, would Marin Transit like proposers to address their capability to integrate these services in their response to the RFP?**

A30. Yes, Section 1.1 of the RFP states "the District operated Connect on-demand service and the TAM's first/last mile subsidy program are intended to be integrated through this effort". Responses should identify capabilities to achieve these goals.

Q31. **Can Marin Transit elaborate on the requirement for direct access and control of base map properties?**

A31. See A13 above.

Q32. **Can Marin Transit clarify the requirement for service availability forecasting within the customer smartphone app?**

A32. If the question is related to pre-scheduled rides, see page 1 of this addenda for Modifications and Additions to this RFP. If the question is related to maximum ETAs, see A4 above.

Q33. **Can Marin Transit share a higher-resolution map of the proposed service zone (Figure 1 of RFP)?**

A33. PDF will be attached as Figure 1 of Addendum #2.

Q34. **Can Marin Transit share the budget for this contract?**

A34. There is no pre-determined budget for this contract. Costs associated with the selected vendor will be added to the District's FY21 and FY22 budget.

Q35. **Should Proposers include the completed Scope of Work Checklist (Exhibit C) in Section 4: Scope of Work or Section 8: Required Forms?**

A35. Either section is acceptable.

Q36. **Can Proposers submit a list of proposed Contract Term Exceptions / Clarifications?**

A36. All proposed contract terms should be included in the sample agreement provided by the vendor in Section 7 of the response.

Q37. **Can Marin Transit clarify the insurance requirements (i.e., required coverage amounts) for this contract? (per page 17 of RFP)**

A37 The District typically requires a commercial general liability insurance policy in the amount of $1,000,000. Vendor should include proposed insurance coverage limits in their sample license agreement.

Q38. Can Marin Transit elaborate on the anticipated process for contract negotiations?

A38. After review of the proposals, Marin Transit and TAM may ask some or all bids to be revised to clarify or further describe any areas of the proposals that are unclear. After selection of the top proposal, the District and TAM may ask final pricing to be updated to reflect the desired functionality and level of customization requested (optional vs baseline features).

Q39. Can Marin Transit elaborate on the desired level of granularity for the proposed billing schedule (e.g., whether to include details on invoicing schedule)?

A39. The billing schedule should indicate if costs are one-time or reoccurring and when these costs would be billed (following system acceptance, monthly, annually, etc.)

Q40. The RFP mentioned: "The app should allow the user to input various promotional or discount codes that would adjust fares accordingly." What Types of promotions does Marin County advertise to Riders?

A40. Marin Transit Connect currently offers 50% off discounts for riders registered and eligible for Marin Access services and for general public riders that start/end their trip at an existing transit stop. For information on Marin Access services, see https://marintransit.org/marin-access. The District is currently in the process of reviewing these discounts and may make changes before this RFP is awarded. Other promotional codes have been used to offer first ride free or $10 in ride credit to an account for signing up for the service.

Q41. In regards to this feature request: "The app should allow a rider profile to be created that identifies special needs of the rider in terms of fare payment, vehicle type, accessibility etc" Does vehicle type refer to the ability of a rider to request a wheelchair accessible vehicle?

A41. Yes.

Q42. In regards to this feature request: "The ability to integrate and show other public transit options within the system (including real-time arrivals and location) and include an integrated fare payment for transfer to and/from these services;" What are the other transit options we are expected to be integrating with?

A42. Other transit options that could be integrated include Marin Transit and Golden Gate Transit fixed route bus services and Sonoma-Marin Area Rail Transit (SMART) rail services.

Q43. Can Marin Transit provide current Connect ridership data so that an analysis can be performed prior to RFP submission? Anonymized data could be for a given day, week or month in the form of: Date the trip was requested, time the trip was requested, GPS coordinates of pickup location (or address), GPS coordinates of drop-off location (or address). Could this analysis be used towards the scoring rubric of the RFP?

A43. See A7 above. Scoring criteria will not be updated to include analysis of existing service.

Q44. **Does Marin Transit want the ability, now or in the future, to integrate into other systems through an API? If so, please explain how you envision this.**

A44. Marin Transit would be open to allowing integration with other systems through an API. If this feature is available, proposers should demonstrate what value could be added to the service for riders or the District.

Q45. **If it can be shown that overall operational costs can be reduced, is Marin Transit open to dispatching trips to not only dedicated vehicles provided by Marin Transit, but also to non-dedicated vehicles during certain times of the day, such as morning and afternoon peaks to reduce wait times? What non-dedicated vehicle operators are already working with Marin Transit?**

A45. Yes. The only non-dedicated vehicle operators Marin Transit currently works with are North Bay Taxi driver that provide rides under the Catch-A-Ride program. More information on Catch-A-Ride can be found at: https://marintransit.org/catch-a-ride.

Q46. **The RFP seems to have very specific optional requirements around software features that would severely restrict qualifying vendors (e.g. adjusting ETA thresholds, travel speeds, and walking distances; on-board cash payments; driver data, etc.). Is the agency open to alternative technology approaches that achieve similar program services goals through alternative tech and service solutions?**

A46. Yes, the District is interested in creative solutions that achieve the goals of the RFP and will consider alternative technology approaches. Functionality identified in the optional requirements largely represent the functionality deployed with the current Connect service. Ability and willingness to develop these optional features represents a maximum of 10% of the total points available.

Q47. **Certain requirements within the RFP, such as the 'break period' requirement within the Driver App suggest that the agency is seeking a dedicated vehicle and driver approach to the on-demand service. Is the Marin Transit team open to the possibility of a non-dedicated service approach provided by third-party shared mobility providers such as TNCs?**

A47. Yes, the District is open to a non-dedicated service approach that still allows the District operated vehicles (or other fully accessible vehicles) to be available under the same software platform. Reporting requirements around revenue miles and hours would also need to be provided for any non-dedicated operator.

Q 48. **The District notes that the Connect on-demand service and TAM's first/last mile subsidy program are "intended to be integrated through this effort" (pg.3), but later states that the intent of the program is to "complement...other first-last [mile] programs offered in Marin County" (pg.7). Can the District clarify how they envision the requested software platform (and associated services) fitting within the landscape of on-demand programs currently available in Marin County (i.e. Marin Transit Connect, TAM GETSMART), especially where the service areas overlap?**

A48. Connect and TAM's GETSMART programs are two of many options commonly referred to as first or last mile connections to and from the bus and rail network.

These options range from other transit services to carshare to a new regional bikeshare program. In service areas where Connect and the GETSMART programs overlap, it is envisioned that a single app would be used to request the ride and the appropriate fare and discount would be applied.

Q49. **We humbly request you for an extension of the due date by 1 week.**

A49. The RFP schedule will follow the updated timeline outlined in Addendum #1. No extensions are being considered at this time to this Addendum.

Q50. **Can we submit our proposal over email or we have to send it to physical address?**

A50. Section 3.1 of the RFP states submittals must be in digital format and can either be emailed or submitted physically on a flash drive.

Q51. **The list of requirements contains the requirement "The app should allow the user to input various promotional or discount codes that would adjust fares accordingly." under "Customer Smartphone App". However, there is no corresponding requirement to enter, edit, and manage discount codes, coupons etc. in the "System Setup". Does this mean that the discount codes will be managed (including aspects such as validation, expiration, etc.) through an external system or is the supplier being asked to provide this functionality?**

A51. While desired, it is not a requirement to provide the District with direct management of the codes (enter, edit, etc.). Software should have the functionality for someone to create and manage these codes and reporting offered to the District should show any discounts that were applied to a fare on a per ride basis.

Q52. **The list of requirements contains the requirement "The app can allow a "period pass" to be purchased for unlimited rides in a 1-day, 7-day, or 31-day period. Pass can be recognized within the system and presented to driver as visual inspection on fixed route services." under "Customer Smartphone App." However, there is no corresponding requirement to create, edit, and manage "period passes" in "System Setup". Does this mean that the "period pass" will be managed by an external system, or is the supplier being asked to provide this functionality?**

A52. Like A51, the District does not need direct control over this feature if provided. See A20 also.

Q53. **Under "Data Collection and Reporting", can you please confirm that revenue vehicle hours (RVH) and revenue vehicle miles (RVM) are the same as vehicle revenue hours (VRH) and vehicle revenue miles (VRM), respectively? The latter are consistent with the definitions found in the NTD Glossary. Also, could you please provide definitions for total vehicle hours (TVH) and total vehicle miles (TVM)? No corresponding definitions could be found the NTD Glossary.**

A53. Yes, RVH and VRH are the same and RVM and VRM are the same. Total vehicle hours and miles are simply referred to as vehicle hours and vehicle miles

in the NTD Glossary and include non-revenue time and distance such as deadhead.

Q54 **Under "Data Collection and Reporting" in the "RIDER DATA" section, can you please provide a list of fields requested for "Rider profile information?"**

A54. Rider profile information would be any characteristics associated with the rider stored in the system such as needing a WAV vehicle, association with a specific employer, etc.

Q55. **What 3rd-party payment provider(s) do you require integration with (Stripe, Paypal, Square, etc)?**

A55. See A22.

Q56. **Are there more than 10 vehicles planned after year 2? If so, what quantity?**

A56. See A2.