



REQUEST FOR PROPOSAL

City of Dublin, Ohio
Division of Planning
Workforce Shuttle (pilot)

EXECUTIVE SUMMARY

The City of Dublin recently completed Phase II of the Dublin Mobility Plan, which included a series of recommendations for enhanced mobility options throughout the City. The Plan's primary objectives are to support economic development, promote equitable access, expand multimodal options, improve public health, and focus growth in the City's existing mixed-use centers. The Phase II final report can be found on the City's Mobility page (<http://dublinohiousa.gov/planning/city-of-dublin-mobility-study/>). The City is moving forward with a recommendation to pilot a high-quality, frequent, and locally-oriented shuttle service that provides connections to major destinations in Dublin and first/last-mile connections from fixed-route COTA transit service.

The City of Dublin aspires to be a connected community that supports economic development and vitality through a variety of municipal services. The provision of a Workforce Shuttle to serve the above functions will support both employers and employees by better connecting them to the broader region through a sustainable, affordable, and accessible travel option. Further, it will connect business districts and retail hubs within the City of Dublin, enhancing local circulation and encouraging commercial activity.

The development of an innovative Workforce Shuttle program also affords the City of Dublin an opportunity to expand its role as a leader in smart city initiatives by implementing emerging mobility and technology solutions. This is consistent with the City's positioning within the broader Smart Columbus and 33 Smart Mobility Corridor efforts, which are increasingly looked to as best practice models to be replicated throughout Ohio and beyond.

The City of Dublin is, therefore, issuing this Request for Proposal to procure the services of a shuttle Operator who can develop and operate a pilot project to meet the above objectives. Additional program details and requirements for the successful Operator are described in the following sections.

1.0 PROJECT DESCRIPTION

The primary focus of the **Dublin Workforce Shuttle Pilot Project** is to improve the ability of Dublin's employees to reach work in a simple, convenient, and cost-effective manner. This supports the City's overall economic development strategy of attracting and retaining jobs for a 21st Century workforce. The Shuttle Pilot will connect people via modern, efficient, high-quality service that links to existing regional COTA bus service (see Figure 1), park & ride facilities, key COTA routes such as 73, 2L, 33, and other transportation modes & hubs particularly in Dublin's "legacy" office parks in the Metro Center, Emerald Parkway, and Blazer Parkway areas identified in the Dublin Corporate Area Plan (see Figure 2).

Figure 1: COTA Bus Service

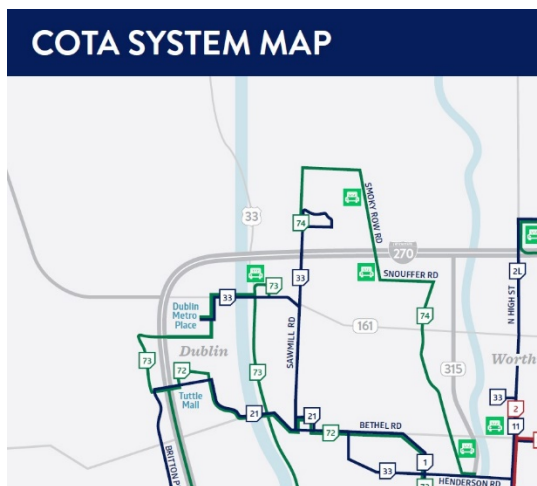


Figure 2: Dublin Corporate Area Plan



As a secondary focus, the Shuttle Pilot will better connect Dublin workers with convenience goods & services, as well as other businesses, during the workday. Providing employees with an easy, efficient way to get from their workplace to mid-day shopping and dining destinations, as well as potential business meetings throughout the City, will further support the community's mobility objectives.

The shuttle may also connect emerging development areas such as the Dublin Methodist Hospital and Ohio University's Dublin campus and other new developments in the West Innovation District.

The Shuttle Pilot should feature a fixed-route service, with consideration for flexibility within route design and operation to account for changes in service area or peak/off-peak alternatives that meet the needs of various sites and users within the City. The Operator's approach to addressing these issues should be one of the key features of their proposal and will be further detailed in the following section (Tasks).



In accordance with the City's goals to provide innovative and "smart" services to support community and economic development, the Shuttle Pilot should feature a robust information platform to serve both passengers and back-end management

The Operator may recommend deployment of shuttle services using a combination of platforms and applications as long as they are compatible with City of Dublin information technology and data management policies (available at <http://dublinohiousa.gov/city-of-dublin-privacy-policy/>).

Smart services should include 'front-end' data features used for everyday communication with and use by residents, passengers, and Operator/City staff; as well as "back-end" data collection and analytic functions that allow for detailed evaluation of Shuttle Pilot performance and benefits. Front-end data points may include, but are not limited to: real-time vehicle location and stop information available via web and mobile devices, and simple customer feedback options.

Back-end data should be accessible by the Operator and the City, and allow dynamic (real-time preferred) tracking of information such as, but not limited to: ridership, vehicle miles travelled (VMT), idle time vs running time (in-service ratio), and other performance measures appropriate for communicating the benefits and effectiveness of Shuttle Pilot service.

These data collection and reporting features will enhance service utility for riders and will enable the Operator and the City to evaluate the Pilot at regular intervals. Measurement and reporting of the Shuttle Pilot will be essential to demonstrating project efficacy and garnering additional support for extension beyond the Pilot period.

The Shuttle Pilot should include accommodations for people with disabilities, in compliance with the Americans with Disabilities Act. The City of Dublin can make one 14 - passenger wheelchair accessible vehicle (WAV) available for vendors who may not be able to provide one.

2.0 WORKFORCE SHUTTLE PILOT PROJECT TASKS

2.1 Align Service with Market Types and Needs

The Operator will work with the City and its advisors to evaluate the market segments that will be serviced by the Shuttle Pilot, as well as the needs of each market segment. This includes preliminary identification of a variety of workforce origins and destinations, travel patterns, shift types, and travel needs throughout the workday.

The Operator will utilize experience in deployment of mobility services in similar markets, as well as employer feedback gathered by the City prior to the Pilot to identify key questions to be answered as the service model is developed, as well as issues to monitor throughout the Pilot period. Those key questions should align with reporting outlined in section 3.1 and may consider issues such as, but not limited to:

- Where are the major employment centers that workers need to access?
- What is the level of demand for service to these areas?
- What time periods are the most critical for mobility services and are the periods different for the various customer needs?
- Are there special needs or any other safety considerations?

2.2 Develop Service Routes

The Operator will work with the City and its advisors to develop routes that meet the needs of the markets identified in Task 2.1, adhering to the performance targets [i.e.: frequency, operating hours] and pricing outlined by the City. This may be a single route or a series of routes that serve different locations and customers. Proven approaches to dynamic routing and an agile operating plan that can be updated regularly will be valuable for a successful Pilot Project.

The Operator will coordinate with the City to develop and accelerate the launch of a single "Test" Pilot Workforce Shuttle route by October 2018. The Test service will operate through mid-December and there operational feedback and performance of the service will inform the recommendations for full launch of Workforce Shuttle services in January 2019.

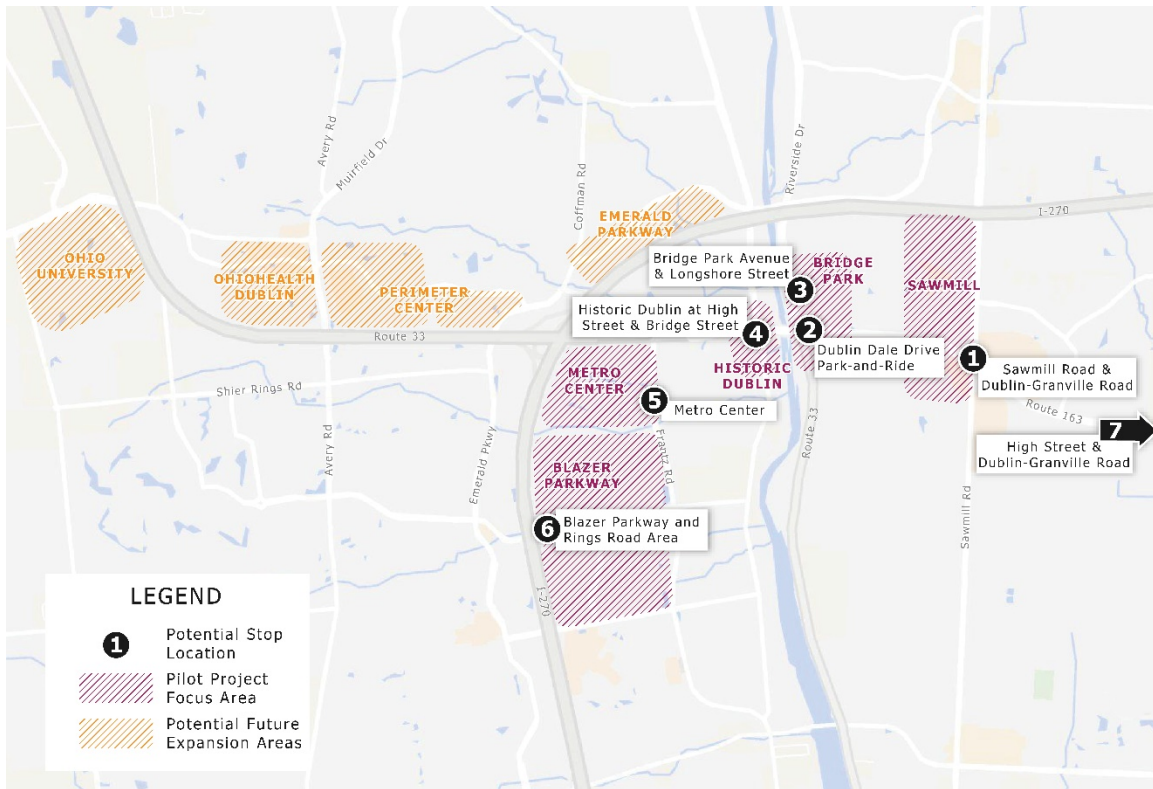
2.3 Identify Stop Locations

The Operator will work with the City and its advisors to identify stop locations that serve the target markets and routes identified in Tasks 2.1 and 2.2. Stops should be in accessible locations and should align with key workforce origins and destinations, optimizing connections to other travel modes, including COTA bus stops, park & rides, City parking garages, and bike share locations. Potential stops are illustrated in Figure 3 and include the following:

1. Sawmill Road & Dublin-Granville Road (COTA Route 33 transfer)
2. Dublin Dale Drive Park-and-Ride (COTA Route 73 transfer point)
3. Bridge Park Avenue & Longshore Street
4. Historic Dublin at High Street & Bridge Street
5. Metro Center
6. Blazer Parkway and Rings Road Area
7. High Street & Dublin-Granville Road (COTA Route 2L transfer)

Stop locations may be adjusted based on initial engagement with potential riders. Figure 3 also includes future potential expansion areas of Ohio University, OhioHealth Dublin, Perimeter Center, and Emerald Parkway. If the proposer deems these locations important for the initial phase, please describe justification in proposal.

Figure 3: Pilot Project Focus Area



2.4 Community Engagement and Marketing

The Operator will coordinate with the City to develop a marketing and outreach plan that targets employers and employees who are to be served by the Shuttle Pilot. The City has developed a preliminary employer survey to identify interested employers for focused engagement. Three time periods have been identified for concentrated public relations on the development of the Shuttle Pilot, while customer service and performance input will be a continuous process during operation of the Shuttle Pilot project.

- Market identification and analysis prior to Shuttle Pilot “soft launch”
- Shuttle Pilot “soft launch” marketing and performance
- Fully operational Shuttle Pilot marketing and performance

The Operator will further assist the City and its advisors in market and customer outreach during the Pilot period that will inform service improvements and provide valuable feedback on performance and efficacy.

3.0 DELIVERABLES

3.1 The Operator will assist the City and its advisors in the creation of a series of Key Performance Indicators (KPIs) that will be tracked throughout the Pilot period, including, but not limited to:

- Ridership numbers (boardings and alightings by stop and time of day)
- Route run times, total revenue service hours, total idle time
- Daily vehicle miles traveled by route
- Operating costs per route (net and on a per rider basis)
- Feedback from employers and customers

The Operator must be able to provide these KPIs to the City in weekly data exports as well as in a monthly summary report.

3.2 In addition to the reports described in 3.1, the Operator must be able to provide a short interim report after month three of service and a final report at pilot completion. The reports should document all stages of the project and its outcomes (to date) and conclusions.

3.3 The Project Team will provide written project updates on a weekly basis via e-mail to the project manager.

3.4 The Project Team will provide a Public Involvement Plan that outlines the approach, strategies and tools for engaging with the target market segments, documenting feedback and coordination solutions with the City.

4.0 PERIOD OF PERFORMANCE

The successful Shuttle Pilot will include a “soft” launch in **October 2018**, with the remainder of 2018 used as a period for operational testing, marketing, and “fine tuning” before a more formal launch in January 2019. The official six-month Pilot period will take place January – June 2019.

5.0 PROPOSAL CONTENT

Evaluation of the Proposals and ultimate selection of the Project Team shall be based on the following criteria:

5.1 Project Team and Individual Qualifications

- The competence of the Project Team to perform the required services as indicated by its background and experience on similar projects. Project Team should list and describe no more than five (5) projects that best demonstrate their experience on similar projects and additionally provide the estimated Operating Cost of each project.
- Technical qualification, training, education, and experience of the offeror's key technical personnel who would be assigned to perform

the work. Resumes shall only be included in the Proposal for those individuals who will actually be involved in the project and assisting in the performance of the work. No other resumes shall be included.

- Name and experience of project manager who would be responsible for managing the project for the Project Team and would be the primary contact with the City during the progress of the work.
- Name and experience of personnel who would be assisting in the performance of the work. (Shuttle Pilot Operators)
- Name and experience of key personnel who would be assisting in the development and execution of this project. (Service Planning, Operations)

5.2 Capacity to Perform the Work

- The Project Team's statement of understanding of and approach to the Scope of Services and other requirements relating to performance of their work. The project understanding and approach needs to cover all elements through final design.
- The capacity of the Project Team to perform the required services competently and expeditiously to meet proposed schedules as indicated by the Project Team's size and availability of necessary personnel, operator's availability, current workload, and equipment and facilities.

5.3 Schedule and Time of Completion

- The demonstrated commitment of the firm to perform the work expeditiously and without delay.
- The Operator shall present a schedule and date of completion in the proposal, with detailed tasks and milestones. The schedule must reflect the City's desire to complete this project as efficiently as possible. Failure to submit a detailed schedule may cause the City to reject the Proposal for this project.
- Demonstrate the ability of the firm to meet the Time of Completion as presented in the proposal schedule.

6.0 PROPOSAL REQUIREMENTS

- 6.1** Responding Project Teams shall include in their Proposals all the information that is requested in Section 5, Proposal Content. Project Teams are encouraged to provide any additional information they feel will further demonstrate the Project Team's qualifications and abilities to acceptably complete this project but are hereby instructed to limit such additional information to that which is directly relevant to the services being requested.
- 6.2** The Proposal shall not exceed twenty (20) pages. Any superfluous information included not relevant to the services being requested only lengthens the review of a Proposal and could certainly detract from the true merits of the Proposal.

6.3 Submit files electronically in Adobe Acrobat, in a single file, and be formatted to print on standard office paper sizes. No pages shall be larger than 11x17. Fax submissions will not be accepted.

6.4 Estimated Schedule

The following schedule is subject to change:

ISSUE RFP..... September 6, 2018

Proposals DueSeptember 21, 2018

Interviews (if necessary)Week of September 24, 2018

Contract Award on or aboutWeek of October 1, 2018

6.5 Project Estimate

The City of Dublin's general order of magnitude for this project is \$100,000.

6.6 Scoring Criteria

Criteria	Percentage
Project Experience and Staff Qualifications <ul style="list-style-type: none"> Project qualifications (15%) Key staff's experience on comparable projects (15%) 	25%
Ability to meet Period of Performance (Staffing and Fleet Management) <ul style="list-style-type: none"> Pilot operations launch target (10%) Full operations launch target (10%) 	20%
Project Approach and Scope <ul style="list-style-type: none"> Operations plan, route planning approach, safety (10%) Community engagement, customer service, and marketing plan (10%) Data collection, management, and reporting (15%) 	35%
Schedule of Work	10%
Project Estimate	10%



The City of Dublin reserves the right to award the contract to one or more Operators.

If you have any questions regarding this RFP, please contact the **City's Project Manager, Joanne Shelley** (614) 410-4677; jshelly@dublin.oh.us. Any other contact with City personnel related to this RFP, prior to the formal selection of the Operator, is expressly prohibited without the consent of the City's Project Manager.

The Proposal should be submitted to the following address no later than **4:00 PM on September 21, 2018**. Proposals received after this deadline will NOT be considered.

Proposers should submit their response to: jshelly@dublin.oh.us