

REQUEST FOR PROPOSALS
Transportation Demand Management Software and Services

Introduction

The Atlanta Regional Commission (ARC) is seeking proposals from qualified software development vendors to provide a comprehensive, user-friendly web-based ridematching and trip planning software platform and complementary services for use in the Atlanta region's Transportation Demand Management (TDM) program. The Scope of Services for the work is attached as Exhibit A and provides detailed information about the level of effort required to address the specific phases needed in a timely manner.

ARC intends to award a one-year contract, with the option of two one-year renewals. Each contract renewal period will include an updated scope and work plan.

The funding for this work is provided through a federal-aid program, Congestion Mitigation and Air Quality (CMAQ), and state matching funds provided by the Georgia Department of Transportation (GDOT). The total contract budget will be determined by the final negotiated price between ARC and the selected sub-contractor. The contract award for this work is contingent upon ARC receiving adequate funding for this purpose from the Georgia Department of Transportation. ARC reserves the right to award all or part of the available funds for this project. Applicants interested in providing services described in this request must comply with the requirements described herein and requirements governing the use of CMAQ funds. All documentation associated with CMAQ funding must be retained by the Awardee for seven years without exception.

ARC anticipates the contract will be awarded in the 2nd quarter of 2019, with all the work to be completed by December 31, 2019. The successful firm or team of firms should be prepared to begin work immediately upon contract execution.

Interested vendors must respond to this RFP with hardcopy and electronic proposals in either Microsoft Word compatible format or a PDF file. Proposal evaluation will focus initially on the written proposals. Should it be determined that interviews are required, a 'short list' of firms will be selected from the proposals received and will be invited to participate in an interview process with the evaluation committee. ARC will confirm an interview time with those vendors selected. ARC reserves the right to award this contract based on initial proposes received without formal interview.

Interested vendors should submit a proposal that addresses the requirements listed below and the Scope of Services in Exhibit A. Consultants should provide a detailed breakdown of the proposed budget and task breakdown following the general formats provided in Exhibits B.

Background

One of the fastest growing metropolitan areas in the nation, the Atlanta region is expected to experience continued population and employment growth through 2040. Over the next 25

years, 2.3 million residents are forecast to move to the Atlanta region, and by the standards of many metro areas around the country, the Atlanta region currently is and will continue to be a low-density metro area. Strong employment growth is also forecast, with the region providing over 4.2 million jobs by 2040, up from roughly 2.9 million jobs today. Unlike projected housing growth, however, future employment opportunities are forecast to cluster in major established activity centers within the metro region. These forecast trends will increase levels of traffic congestion, further taxing the region's multimodal transportation system. Without improved management of this system through a suite of strategies that increase system efficiency, the region faces serious threats to its competitive advantage over peer regions when attracting or keeping businesses and jobs.

The Atlanta region's TDM program seeks to reduce existing and anticipated congestion and improve the region's air quality—part of a larger effort to manage and alleviate stress on the region's transportation system. The regional TDM program is comprised of employer and property manager outreach, commuter outreach, marketing, and a suite of commuter incentives undertaken by Georgia Commute Options (GCO)¹, which operates as the regional TDM brand, and seven local Transportation Management Associations (TMA) operating within specific employment centers². The central goal of the regional TDM program is to reduce single-occupant vehicle (SOV) trips by promoting the adoption of alternative modes—including carpooling, vanpooling, riding transit, walking, biking, and teleworking. The regional TDM incentives programs offer monetary rewards to participants, with the aim of encouraging and sustaining the use of non-SOV modes. They consist of the following:

- \$3 a day/\$5 a day – Program for new alternative user.
- \$40/\$60 Gas Card – Program to promote 3+ carpools.
- \$25 Monthly – Prize drawing to encourage continued alternative mode use.
- Vanpool Incentive- Offering cash incentives to vanpoolers who agree to drive.
- Commuter Champion – Commuter recognition based on milestones in reported clean commuting trips.
- Guaranteed Ride Home (GRH) – Provides up to five (5) free rides home per year for alternative mode users in the case of an emergency.

The regional TDM program today is uniquely situated to link employers and commuters to regional planning, service providers, and transportation technology, working to eliminate barriers that prohibit adoption of alternative mode usage today and in the future. The strategies and guidelines for these efforts are presented in the Atlanta Regional TDM Plan,

¹ Interested parties can find information related to the Georgia Commute Options program by visiting <http://www.gacommuteroptions.com>.

² The seven TMAs are: Central Atlanta Progress (CAP), operating in downtown Atlanta; Midtown Transportation (MT), operating in midtown Atlanta; Livable Buckhead (LBI), operating in Atlanta's Buckhead neighborhood; Perimeter Connects (PC), operating in the perimeter center area; Atlantic Station Access and Mobility Program (ASAP+), operating in Atlanta Station; Aero, operating at Hartsfield-Jackson International Airport; and Clifton Corridor Transportation Management Association (CCTMA), operating in and around the Clifton Road corridor, by Emory University. Information regarding the seven TMAs can be found here: eso.atlantaregional.com

adopted in 2013, and these efforts should be considered within the broader context of The Atlanta Region's Plan, a comprehensive, long-range vision designed to ensure the region's future success and improve the quality of life for its residents. ARC views the regional TDM program, which includes GCO and the seven TMAs, as a key mechanism in the implementation of the TDM Plan and its related items in The Atlanta Region's Plan. Effective implementation will result in spreading peak period congestion, decreasing the share of SOV trips, reducing vehicle miles traveled (VMT), and reducing emissions throughout the region.

Program Description

As part of the regional TDM program's efforts towards creating changes in travel behavior, ARC intends to invest in a comprehensive, user-friendly ridematching and trip planning software platform with robust reporting and administrative features. With its investment in a software, ARC seeks to encourage participation in regional TDM programs and initiatives, and to facilitate the delivery of TDM services throughout the Atlanta region. Crucially, to support the regional TDM program in achieving its overall goal of reducing SOV-trips, ARC expects the software to possess the maturity of programming and flexibility to accommodate the evolving set of needs and expectations articulated by the region's TDM service providers and users.

ARC is also seeking a vendor that will remain attentive to emerging consumer and transportation technology trends. ARC recognizes that the TDM technology market is now quickly evolving, driven in part by the emergence of mobile technologies and new web-based services. Among the more recent trends viewed as significant by ARC and regional TDM service providers are the proliferation of:

- Transportation network companies (TNCs)
- Secure API integrations
- Mobile applications
- Multimodal trip planning
- Dynamic ridematching
- Passive trip logging
- User dashboards
- Gamification

The ideal software will possess the adaptability to integrate and accommodate these and other noteworthy technological developments that appear in the market during the contract period. ARC aims to place a greater emphasis on tying regional TDM programming and services to technological advances today and in the future.

Awardees are expected to provide the software and complementary services outlined below:

1. The software should be secure, comprehensive, and web-based, with a focus on consumer usability and ease of navigation, as well as dynamic functionality and mobile-friendly capability.

2. The software should deliver sophisticated yet intuitive ridematching, multimodal trip planning, and trip tracking functions—aimed both at offering information on all non-SOV travel options and their benefits, and also at connecting commuters and their specific transportation needs to feasible travel solutions.
3. The software must offer comprehensive reporting tools, along with streamlined administrative and data verification methods, that allow for robust analytics to ensure that the regional TDM program is reaching its goals.
4. The selected vendor must stay abreast of consumer and transportation technology trends and proactively identify areas to seek new partnerships and integrations. Such updates and additional items should be provided by the vendor at no additional cost during the contract term.
5. The selected vendor must provide a mobile application for both IOS and Android.
6. The software must integrate with social media platforms, along with popular ride hailing and transportation-related mobile applications, such as Uber and Lyft.
7. The software must provide an incentive management tool that supports customized incentive programs or promotions as directed by ARC.
 - a. The selected vendor is additionally expected to offer creative approaches to commuter incentives or rewards.
8. The software must include a vanpool management component as well as NTD reporting.
9. The selected vendor is expected to provide software hosting services.
10. The selected vendor must perform any necessary maintenance and updates to the software during the contract period.
11. The selected vendor must provide staff orientation and training.

ARC staff will administer the consultant contact and be the primary contact. Key stakeholders will provide input to ARC staff and the vendor to ensure that the platform will provide the necessary functions for users and network administrators in the Atlanta region.

Proposal Requirements and Timeline

All dates are tentative, provided for planning purposes, and subject to change. ARC anticipates that a contract will be awarded in March 2019. The successful firm or team of firms should be prepared to begin work in April 2019. ARC reserves the right to award all or part of the available funds for this project.

Proposals must include the following information:

1. Name of vendor and any sub-contractors.
2. The name, title, phone number, mailing address, and email address of the point of contact at lead vendor.
3. Qualifications and technical competence of vendor or sub-vendor in the type of work required.
4. Description of experience on similar projects, including a list of at least three references with current contact information.
5. Listing of key project personnel and their qualifications and roles related to the project.

6. The geographic location of the vendor's office performing the work.
7. A detailed description of the technical approach to the proposed system.
8. A description of any value-added or free components of the proposed system
9. A proposed schedule and work plan for the implementation of the proposed system, the transition from the current system to the proposed system, and on-going operation.
10. A proposed project budget and fee structure, including any first-time fees, yearly fees, and optional fees for base/implementation, cost-by-feature, or optional features.
11. A DBE Utilization Plan in the format of Exhibit C.
12. Any other pertinent information.

Proposed Timeline

RFP posted	Monday, January 28, 2019
Questions Due	Friday, February 8, 2019
Questions and Answers Posted online	Wednesday, February 13, 2019
Proposals due	Friday, February 22, 2019
Interviews conducted	The week of March 4, 2019
Contract awarded	Late March, 2019
Work Start Date	Early April, 2019
Staff Training and Soft Launch	Late 2019 or Early 2020

Evaluation Criteria

The review of written proposals and interviews will be based on the following evaluation criteria, with the relative weights in parentheses:

1. Technical Approach including innovation (45%)
2. Related experience, qualifications, and references of the firm or project team (25%)
3. Customer service (10%)
4. Added value/best value (10%)
5. Cost (10%)

It is the policy of ARC that Disadvantaged Business Enterprises (DBEs) (49 CFR Part 26) have the maximum opportunity to participate, either as contractors or as subcontractors, in the performance of Commission contracts to the extent practical and consistent with the efficient performance of the contract. ARC's current DBE goal is 15.64%. Information regarding ARC's DBE Program can be found at www.atlantaregional.com/about-us/business-opportunities.

Additional information should not be required to respond to this RFP. However, questions should be submitted in writing to Joseph Yawn no later than 4:00pm Friday, February 8, 2019. Written questions should be mailed to the address provided below or submitted by email to JYawn@atlantaregional.org. All questions received, and responses to those questions, will be posted on the ARC website no later than 4:00pm on Wednesday, February 13, 2019.

ARC must receive one (1) hard copy of the proposal and one (1) copy in digital format (USB drive/CD), either in Microsoft Word or PDF format, no later than 5:00 pm EST on Friday, February 22, 2019.

Proposals shall not exceed a total of 25 pages (8.5 X 11, front and back of sheet counted as two pages), inclusive of resumes and vendor experience. Covers, end sheets, and an introductory letter shall not count against this maximum. Font size shall be a minimum of 11 point in all cases.

Proposals must be submitted to the following address:
Atlanta Regional Commission
ATTN: Joseph Yawn
229 Peachtree Street NE Suite 100 (International Tower)
Atlanta, Georgia 30303

If interviews are necessary, the short-listed firms will be invited to participate in an interview process with an evaluation committee. ARC will confirm a specific interview date and time with short-listed firms. ARC reserves the right to award this contract based on initial proposals received without formal interviews and to award all or part of this project to one or more firms.

RESTRICTION OF COMMUNICATION

From the date of the advertisement of the solicitation through contract award and selection is announced, respondents are not allowed to communicate about this solicitation or scope with any staff of ARC, except for submission of questions as instructed in the RFP or as provided by any existing work agreement(s). In the case of violation of this provision, ARC reserves the right to reject the submittal of the offending respondent.

Exhibit A
Ridematching and Trip Planning Software
Scope of Services

The respondent should provide a detailed technical summary of the proposed software and services, describing the inclusion of, or approach to, the features and functionalities listed in this proposed scope of work. This summary should be based upon the respondent's past experience with similar projects, in addition to knowledge of TDM best practices and of software and mobile application development, management, and hosting.

The respondent is expected to include innovative approaches or solutions to the functionalities and capabilities described here. The respondent is also encouraged to include descriptions of product features and emerging technologies that may not be listed. It is expected that the software be easily modified to offer additional functionality not specifically referenced here.

1. User Functionality

At minimum, the software will perform the following user functions:

- Offer users the ability to identify the best commute mode and route for their trips by connecting users to all non-SOV commute options, including transit, vanpools, biking, ridehailing, and other multimodal travel options.
- Allow users to find people with similar transportation needs along a similar route and inform users about the availability of travel partner matches, including carpool partners and vanpool options.
- Guard users' confidentiality, produce maps and directions, and email match contact information and pre-draft email correspondence that users may personalize.
- Allow users to manage their profiles, including setting their passwords.
- Offer dashboards allowing users to track trips and calculate savings in money, Vehicle Miles Travelled (VMT), calories, and emissions.
- Allow users to opt out of the commuter matching portion of the software while still using other functions.
- Include methods and protocols to keep registrant information current and accurate.
- Provide and fulfill rewards and/or incentives for users, encouraging trip tracking and reporting.

2. System and Portal Functionality

At minimum, the software will offer the following system and portal functionality:

- Possess a layered or hierarchical system with the ability to create TMA or employer portals, and also provide the option to add distinct levels of functionality to each level of the hierarchy that can be easily integrated into the system.
- Allow for program branding and integrate with TMA branding, and be capable of capturing reporting at the individual module level.
- Allow for multiple customizable portals for TMA and employer websites accessing central database.
- Track and report Guaranteed Ride Home, incentive, vanpool, or other program participation.
- Be accessible using the most popular current browsers.
- Be fully responsive and user-friendly on all mobile devices.
- Integrate with social media platforms, as well as popular ridesharing and transportation-related mobile application.

3. Ridematching Functionality

At minimum, the software will provide the following ridematching features:

- Match users along a corridor between origin, destination, midpoint, or within a set distance from each end of their trip.
- Offer users the ability to modify parameters (including miles, times, start/mid/end point, set contact preference to email or phone and select confidentiality parameters)
- Offer ability to specify to match in layers (within employer, within TMA, or within all registrants) or limit searches to networks, such as an employer network
- Provide an approach to real-time, dynamic ridematching, and ridematching for one-time trips
- Allow users to communicate securely through system with potential matches
- Match users to vanpools that administrator may add to system
- Provide methods or protocols for cleaning or flagging inaccurate information as it is entered (such as origin/destination locations, addresses, phone and email formats, duplicate entries)
- Offer potential users the ability to preview limited details on available matches or travel routes without fully registering

4. Multimodal Trip Planning Functionality

At minimum, the software will perform the following multimodal trip planning functions:

- Offer transit trip planning (through Google or other mapping tool)
- Inform users of non-SOV travel options, including walking, biking, taking transit, carpooling, vanpooling
- Inform users of trip options with ride hailing and commercial ridematching services

- Generate maps displaying commuter match list results; commute trip routes, meeting places, or pick-up and drop-off locations; transit routes; park and ride locations; bike paths; electric vehicle charging stations; and bike share locations.

5. Administrative Functionality

At minimum, the software will perform the following administrative functions:

- Register users and update user profiles.
- Develop and manage networks within the platform, such as for TMAs and employers.
- Assign network administrative privileges based on function or layer (such as TMA, employer, or all registrants).
- Send marketing and promotional messages electronically to users, with ability to stratify users or segment the database by registration, current reporting mode, and inactivity (based on time period).
- Access and send matches to users, stratifying users or segmenting the database by origin, destination, or registration information.
- Manage incentives or rewards programs.
- Manage Guaranteed Ride Home requests.

6. Reporting Functionality

At the minimum, the software will perform the following reporting functions:

- Generate reports on trips, miles, VMT reductions, costing savings, air pollution emissions reduction, or other user commute data information, with ability to filter reports by user, employer, mode, or TMA.
- Track matches and the use of travel options (while ensuring privacy and confidentiality)
- Track mode shift behavior, including shifts away from drive alone behavior and shifts between alternative modes.
- Track increased alternative mode usage.
- Report on portal usage and activity (i.e. employer or network activity).
- Report and track vanpool activity for NTD reporting purposes.

7. Incentive Management

At minimum, the software will provide the following incentive management tools:

- Offer capability of managing customized incentives programs or promotions as needed or directed by ARC.
- Include additional incentives built into the software.

8. Technology and Integration

At minimum, the vendor will offer the following technology and integrations:

- Integrate with transportation network companies and/or provide the ability to search and display results from data of other existing commercial ridematching and ride hailing services.
- Offer mobile applications for IOS and Android with full functionality.
- Provide geographic data communicated through Google or other maps in addition to text.
- Integrate with social media platforms for registration and sharing data (at the commuter level, organizational level, and administrative level).
- Be accessible via mobile devices.
- Be accessible via web and all browsers without requiring any special software.

9. Hosting and Migration Services

At minimum, the vendor will provide the following hosting and migrations services:

- Provide software hosting services on vendor's servers.
 - Note: Data collected under this contract will be the property of ARC and must be provided in an accessible and useable format when requested by ARC or in the event of termination of this contract.
- Include service upgrades made during the contract period as well as corrections to the service, eliminating or correcting any product malfunctions experienced by ARC and or users of the ARC ridematching service.
- Provide ongoing database maintenance, updating maps and reporting functions.
- Migrate data on current registrants to new service, including all applicable data fields.
- Migrate historical reporting data, including VMT reduced, commuter reporting, and emission reductions.

10. Training and Support Services

At minimum, the vendor will provide the following training and support services:

- Make updates as needed and within reason to accommodate ARC and its partners' requests for functionality, security, and accessibility.
- Provide periodic training opportunities when platform features are introduced or updated.
- Offer technical support for users during normal business hours (Monday through Friday from 8:00 AM to 5:00 pm).
- Deliver trainings during implementation for ARC staff, stakeholders, and users.
- Develop an orientation video for new users.
- Develop a SOP training document for users and administrators.

- Provide regular maintenance and troubleshooting service.
- Provide at least 72-hour notice to ARC if/when there are planned events requiring interruption to servers and service.
- Provide notice to the ARC as soon as feasible regarding any unplanned service interruptions and receive approval from ARC before service is administered.

EXHIBIT B – PRICE SUMMARY

Price Summary for Transportation Demand Management (TDM) Software and Service		
Description	Labor Rate/Hour	Price
Software Licensing (List each module and price)		
Subtotal		
Professional Services		
Design		
Build (Include Customizations, Configurations, and Testing)		
Training		
Deployment		
Travel		
Other (if any)		
Subtotal		
3rd Party Integration or Subcontractors (List if any)		
Subtotal		
Total Support, Maintenance, & Hosting- Year 1		
Total Support, Maintenance, & Hosting- Year 2		
Total Support, Maintenance, & Hosting- Year 3		
Annual Maintenance Fee (Include updates to software, maps, etc.)		
Annual Support Fee		
Annual Hosting Fee		
Annual Licensing Fee (If any)		
Subtotal		
Project Total		

EXHIBIT C
Title VI and DBE Requirements
For Prime Contractors and Sub-Grant Recipients

TITLE VI

ARC, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000D to 2000D4, and Title 49, Code of Federal Regulations, Department of Transportation Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally assisted programs of the Department of Transportation, issued pursuant to such Act, hereby notifies all Respondents that it will affirmatively insure that in any contract entered into pursuant to this advertisement, minority business enterprises shall be afforded full opportunity to submit proposals in response to this invitation and shall not be discriminated against on the grounds of race, color, sex, handicap, or national origin in consideration for an award.

DISADVANTAGED BUSINESS ENTERPRISE (DBE) PARTICIPATION

Overall DBE Goal: As part of its DBE Plan, ARC has an established overall goal of 15.64 percent.

Program Intent. ARC has established a Disadvantaged Business Enterprise (DBE) program in accordance with regulations of the U.S. Department of Transportation (DOT), 49 CFR Part 26 ("Part 26" or "DBE Regulations"). ARC has received federal financial assistance from the Department of Transportation for this contract opportunity, and as a condition of receiving this assistance, ARC has signed an assurance that it will comply with Part 26.

It is the policy of ARC to ensure that DBEs, as defined in Part 26, have an equal opportunity to participate in its DOT-assisted contracting opportunities. It is also ARC's policy:

- (a) To ensure nondiscrimination in the award and administration of DOT-assisted contracts in the Department's highway, transit, and airport financial assistance programs;
- (b) To create a level playing field on which DBEs can compete fairly for DOT-assisted contracts;
- (c) To ensure that the Department's DBE program is narrowly tailored in accordance with applicable law;
- (d) To ensure that only firms that fully meet this part's eligibility standards are permitted to participate as DBEs;
- (e) To help remove barriers to the participation of DBEs in DOT-assisted contracts; and
- (f) To assist the development of firms that can compete successfully in the marketplace outside the DBE program.

Definitions. Disadvantaged Business Enterprise (DBE) as used in this Contract shall have the same meaning as defined in 49 CFR Part 26. A DBE is a firm in which one or more individuals who are women or eligible minorities own and control at least 51% of the firm.

Compliance. All Bidders/Proposers, potential contractors, or subcontractors for this Contract are hereby notified that failure to carry out the policy and the DBE obligations, as set forth above, shall constitute a breach of Contract which may result in termination of the Contract or such other remedy as deemed appropriate by ARC.

Prompt Payment Requirement. In the event of contract award, the prime contractor agrees to pay each subcontractor under the prime contract for satisfactory performance of its contract no later than 30 days from the receipt of each payment the prime contract receives from ARC. The prime contractor agrees further to return retainage payments to each subcontractor within 10 days after the subcontractor's work is satisfactorily completed. Any delay or postponement of payment from the above referenced time frame may occur only for good cause following written approval of ARC. This clause applies to both DBE and non-DBE subcontracts.

Any contractor found not to be in compliance with this clause will be considered in breach of contract and any further payments will be withheld until corrective action is taken. If contractor does not take corrective action, contractor may be subject to contract termination.

Substitution. The Bidder shall make a good faith effort to replace a DBE Subcontractor that is unable to perform successfully with another DBE Subcontractor. Substitution must be coordinated and approved by ARC.

Documentation. The Bidder/Proposer shall establish and maintain records and submit regular reports, as required, which will identify and assess progress in achieving DBE subcontract levels and other DBE affirmative action efforts.

Additional information on ARC's Disadvantaged Business Enterprise Program can be obtained from Brittany Zwald, Contract & Grants Officer, Financial Services Division, Atlanta Regional Commission, 229 Peachtree Street NE Suite 100, Atlanta, GA 30303, 470-378-1494, bzwald@atlantaregional.org.

DBE UTILIZATION PLAN

This plan will be included in a Title VI and DBE Attachment to all USDOT funded ARC bids and proposals.

Name of bidder/offeror’s firm: _____

Address: _____

City: _____ State: _____ Zip: _____

Name of DBE firm: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Description of work to be performed by DBE firm:

The bidder/offeror is committed to utilizing the above-named DBE firm for the work described above. The estimated dollar value of this work is \$_____. The above-named DBE firm affirms that it will perform the portion of the contract for the estimated dollar value as stated above.

Affirmation

The above-named DBE firm affirms that it will perform the portion of the contract for the estimated dollar value as stated above.

By _____
(Signature)

(Title)

If the bidder/offeror does not receive award of the prime contract, any and all representations in this DBE Utilization Plan shall be null and void.

(submit this page for each DBE subcontractor)

PLEASE ATTACH A COPY OF THE OFFICAL DBE CERTIFICATION FORM