



November 13, 2017

To: Members of the Board of Directors

From: Darrell Johnson, Chief Executive Officer

Subject: Approval to Release Request for Proposals for Operation and Maintenance of a Micro-Transit Pilot Program

Overview

As part of the OC Bus 360° program, a number of initiatives have been implemented to improve bus ridership and meet the changing mobility demands within the Orange County Transportation Authority service area. In an effort to continue to improve mobility choices for transit riders, approval has been received to implement a one-year pilot program to provide micro-transit in two low transit demand areas of the County. A draft request for proposals has been developed to initiate the competitive procurement process to select a firm to operate and maintain the micro-transit pilot program.

Recommendations

- A. Approve the proposed evaluation criteria and weightings for Request for Proposals 7-2052 for operation and maintenance of a micro-transit pilot program.
- B. Approve the release of Request for Proposals 7-2052 to select a firm to operate and maintain the micro-transit pilot program for a one-year initial term with two, one-year option terms.

Discussion

As part of the OC Bus 360° program, a number of strategies were identified to improve bus ridership and meet changing mobility demands within the Orange County Transportation Authority (OCTA) service area. The implementation of a micro-transit pilot program has been identified as a strategy that could improve mobility choices in areas where there is a lower demand for traditional fixed-route service. The elements of this pilot program, known as OCFlex, including the service plan, goals, and performance measures for the service, were presented to the Transit Committee at the October 12, 2017 meeting. Subsequently, on

October 23, 2017, the Board of Directors (Board) approved the micro-transit pilot program and directed staff to proceed with the implementation.

OCFlex is a shared-ride service; therefore, multiple customers may be picked up and dropped off while the vehicle is in route. The OCFlex service will be responsive to customer demand by providing riders the ability to book and pay for a ride in real-time through the use of a mobile application or by calling a reservation center.

Staff is now proceeding with the implementation of the OCFlex service. The next step toward implementation is the release of a request for proposals (RFP) to select an operator.

Procurement Approach

OCTA Board-approved procurement policies and procedures require that the Board approve all RFPs over \$1,000,000, as well as approve the evaluation criteria and weightings. Staff is submitting, for Board approval, the draft RFP and evaluation criteria and weightings, which will be used to evaluate proposals received in response to the RFP.

The recommended evaluation criteria and weights are as follows:

- Qualifications of the Firm 25 percent
- Staffing and Project Organization 20 percent
- Work Plan 30 percent
- Cost and Price 25 percent

Several factors were considered in developing the criteria weights. Work plan is weighted highest at 30 percent to emphasize the importance of the proposing firms effectively demonstrating their understanding and approach to performing the work specified in the scope of work, while meeting the program’s goals and objectives. The work plan must thoroughly address every aspect of the requirements specified in the scope of work and demonstrate the ability to comply with applicable local, state, and federal regulations to deliver this type of service, and demonstrate understanding of the project scope and its challenges. Qualifications of the firm is weighted at 25 percent as the proposing firms must demonstrate related experience. The success of this service requires a firm that has a demonstrated comprehension of the specifications with a proven history of similar service delivery and support. Cost and price is also weighted at 25 percent to ensure competitiveness in proposed pricing to accomplish the required work and ensure that OCTA receives value for the service provided.

Staffing and project organization is assigned 20 percent to ensure the firms propose a knowledgeable management team, qualified drivers, and sufficient resources to manage the project effectively.

The contract term for this pilot project will be a one-year initial term with two, one-year option terms. The total anticipated cost for the one-year initial term is \$1,150,000.00.

This RFP will be released upon Board approval of these recommendations.

Fiscal Impact

The OCFlex project budget will be proposed in the OCTA fiscal year 2018-19 budget. This project will be included in the Contract Transportation Services Department of the Transit Division, account 2149-7317-D2160-N96 will be utilized for the service in the City of Huntington Beach region, and account 2149-7317-D2161-N97 will be utilized for the City of Aliso Viejo and City of Laguna Niguel regions. This service will be funded with Orange County Transportation District local funds.

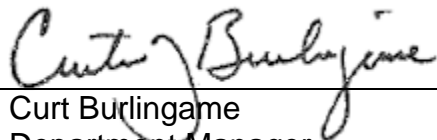
Summary

Board approval is requested to release RFP 7-2052 to initiate the competitive procurement process to select a firm to operate and maintain the micro-transit pilot program, as well as approval of the proposed evaluation criteria and weights.

Attachment

- A. Draft Request for Proposals (RFP) 7-2052, Operation and Maintenance of a Micro-Transit Pilot Program

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