



REQUEST FOR PROPOSALS #2017-004

Notice is hereby given that application developer qualifications will be received by the Anaheim Transportation Network (ATN), for:

Lease of software for customer-focused application to determine real-time arrival time and/or ridehail of responsive public transportation services within the ATN service area – specifically CtrCity Anaheim. Application must provide:

- Access to MicroTransit services
- Ability to request a ride within a geo-coded area
- Provide real-time arrival time
- Provide Number of seats available on the vehicle and/or match with the vehicle that can accommodate requested capacity
- Ability to request specific vehicle (ADA and/or large strollers)
- Ability to provide real-time parking availability and travel directions via integration with a parking guidance system
- Process value-adds, payments, and push of information

Introduction:

The Anaheim Transportation Network's mission is to enhance transportation options by delivering reliable and efficient transportation solutions. Our commitment to customers consists of integrity, customer service, can-do spirit, communication, and partnerships.

The Anaheim Transportation Network (ATN) provides a menu of transportation services for the public in the Orange County region (California). These programs include Anaheim Resort Transportation (ART), a network of 23 lines that serve popular destinations within The Anaheim Resort® Area. Our goal is to provide transportation programs and services to foster a positive environment for everyone who lives, works or visits the greater Anaheim area.

By Fall 2017, ATN plans to implement a MicroTransit service solution for CtrCity Anaheim. This MicroTransit solution will include a fleet of up to ten (10) small capacity vehicles for transportation between parking facilities, residential locations and local business establishments. More information about CtrCity Anaheim vision is available at <http://rideart.org/initiatives-2/>. In addition, the ATN has a long term technology vision for Mobility of Demand applications. This vision is summarized in our current initiatives which can be reviewed at <http://rideart.org/about-us/solicitations/> and development of Mobility App Request for Information (**ART2GO APP**). This effort should be competitive to and will be integrated with **ART2GO** mobility of demand work efforts.



Submission Requirements:



Interested developer firms shall submit the required documentations to artinfo@atnetwork.org on or before:

Date: **July 14, 2017**
Time: **4:00 P.M. Pacific Standard Time (PST)**

Qualifications submitted after the due date will not be considered. Developers accept all risks of late delivery of mailed submittals regardless of fault.

ATN reserves the right to reject all submittals and to waive irregularities and informalities in the submittal and evaluation process. This RFP does not obligate the ATN to pay any costs incurred by respondents in the preparation and submission of their statement of qualifications. Furthermore, the RFP does not obligate the ATN to accept or contract for any expressed or implied services.

It is the policy of ATN to assure that no person shall, on the grounds of race, color, national origin or sex, as provided by Title VI of the Civil Rights Act of 1964, be excluded from participation in, be denied the benefits of, or be otherwise discriminated against under any of its federally funded programs and activities.

ATN is committed to a program of equal employment opportunity regardless of race, color, creed, sex, age, nationality, disability, or sexual orientation. The successful firm must comply with ATN's equal opportunity requirements.

Diana Kotler
Executive Director



Anaheim Transportation Network Request for Proposals #2017-004

Request for Qualification Information:		Submittals Delivered to:	
RFP Name:	Development of Mobility App MicroTransit Service	Physical Address:	Anaheim Resort Transportation Attn: Diana Kotler 1354 S. Anaheim Blvd. Anaheim, CA 92805
Date Issued:	June 19, 2017	Email Address:	artinfo@atnetwork.org
Contact Person:	Diana Kotler		
Phone #:	714.563.5287		
Email Address:	artinfo@atnetwork.org		
Due Date:	July 14, 2017 @ 4:00 p.m. PST		

General Information

1. NOTICE:

Notice is hereby given that Proposals will be received by ATN, for the development of a mobile application that enhances our ridership experience.

2. PURPOSE/BACKGROUND:

Anaheim transportation network (ATN) and the City of Anaheim’s Community Development Department share an interest in creating a MicroTransit services for CtrCity Anaheim. This objective is consistent with the growing awareness that access to, and individual mobility with the the CtrCity area are key to Anaheim’s continued economic prosperity. Further, current and future developments create unattainable parking challenges, traffic congestion and an adverse effect on air quality. Sustainable mobility solutions will assist in addressing these challenges.



MicroTransit refers to mostly technology-oriented services concentrated on the provision of local passenger transportation services. Applied to Anaheim, MicroTransit service is envisioned as a sub-system of ART to provide the connectivity to the entire ART network, including The Anaheim Resort®, Platinum Triangle™ and ARTIC. The service would operate on an on-demand based concept.

CtrCity is roughly delineated by a 0.5-mile diameter circle centering on the intersection of Clementine Street and Center Street Promenade. The area is walkable with sidewalks, intersection crosswalks and traffic controls, and pedestrian amenities.



Current trip generators in CtrCity	Future trip generators in CtrCity
Center St Promenade	The BARN
City Hall Complex	LEISURETOWN
Downtown Community Center	Brewery District
Packing District/Farmers Park	
MUZEO Cultural Center	
St Joseph Health	
Walt Disney Travel Company	
Numerous Residential Dwellings	



ATN is contemplating direct hailing delivery concepts for application in the CtrCity service area:

- ✓ **Hybrid - flex route.** Incorporating elements of, but are not exclusively fixed-route or demand-responsive models. High-frequency fixed route service within a defined zone (immediate CtrCity area covering the .6-mile distance from the loop on Center Street Promenade to Anaheim Blvd., and south to the Packing House/Santa Ana Street) with a set of specific stops. A “point deviation” component would enable accommodating e-hailed trip requests within a broader service area (i.e., Harbor Blvd., to the west, Lincoln Ave. to the north, Olive St. to the east and South St. to the south).

This preferred approach incorporates elements of, but are not exclusively fixed-route or demand-responsive models. High-frequency fixed route service within a defined zone (immediate CtrCity area covering the .6-mile one-way distance from the loop on Center Street Promenade (west of Clementine St. /at the BARN/ICE) to Anaheim Blvd., and south to the Packing House/Santa Ana Street) with a set of specific stops. A “point deviation” component would enable accommodating e-hailed trip requests within a broader service area (i.e., Harbor Blvd., to the west, Lincoln Ave. to the north, Olive St. to the east and South St. to the south), as illustrated below.

- ✓ **Direct hailing hailing (e-hailing) – purely demand responsive.** Individual passengers can request a ride from one specific location to another specific location at a certain time. Vehicles providing demand-response service would not follow a fixed route, but rather travel throughout the community transporting passengers according to their specific requests. Direct hailing (e-hailing) would take the form of real-time ridesharing (also known as instant ridesharing, dynamic ridesharing, ad-hoc ridesharing, dynamic carpooling) as a service that arranges one-time shared rides on very short notice. Direct e-hailing service will be operated directly by ART or through a third-party contract administered by ART/ATN.

Anaheim residents and visitors would be able to register for a ride via an app on their smartphone and within the CtrCity service area, a driver will typically respond within 3 to 4 minutes with an estimated arrival time. If they don’t have access to a smartphone, riders would be able to hail one of the vehicles from a street corner and at key areas on Center Street, the Packing House or the future Leisuretown, for example.

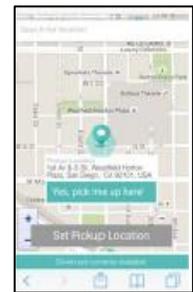




ATN also seeks to integrate with the City of Anaheim’s upcoming parking guidance improvements to four City-owned parking structures. The system will provide real-time counts of available spaces to assist patrons with efficiently locating parking. As patrons of CtrCity arrive into the area, the app would provide options and directions to the available spaces. In addition, the app would provide parking validation and payment options.

The following is a list of items that are desirable; however, due to the unique nature of this project does not represent minimum requirements:

- a. Compatible with both Android and IOS, responsive on all browsers/platform and ADA compliant
- b. Application must be available for free download on Apple iTunes and Google Play as a minimum requirement
- c. Allow users to search for and book rides on ART MicroTransit service
- d. Display real-time vehicle locations and arrival predictions
- e. Accommodate demand responsive features
- f. Customer questionnaire ability
- g. Display real-time parking availability
- h. Display real-time ATN shuttle locations and arrival time predictions
- i. Provide number of seats available on the vehicle and/or match with the vehicle that can accommodate requested capacity
- j. Ability to request specific vehicle (ADA and/or large strollers)
- k. Process value-adds, payments, and push of information



- Mobile Ride Request App
- Ride Request App is also available as a web-based service for people without smart phones.
- Data is tracked for # of rides, locations, durations, # of riders, times of day, etc.
- Key Spots or waiting areas allow passengers to find the cars without the App. This also helps market the service and reduce battery waste.

ATN will facilitate technical and business relationships with key partners to realize the above features.

Not all functions and features are expected to be operational when the app is first introduced. ATN and the partner will determine priority and schedule of deployment for the functions.

3. QUALIFICATIONS:

This project requires the firm to have the following qualifications:

- a. Three (3) or more years of related experience and a proven track record, as an individual firm or combined total of partner firms
- b. Experience working with numerous partners on complicated projects
- c. Experience developing and submitting applications to Apple/Google and compatible with IOS and Android mobile platforms
- d. Experience developing applications that connect to other provider applications (such as Lyft or Uber) and several deployment platforms as demand responsive functions with payment options
- e. Experience developing applications that handle monetary transactions



4. RFP SCHEDULE:

Event	Date
RFP Release	June 19, 2017
Vendor Questions (if any) transmitted to ATN via email	June 23, 2017 by 4:00 p.m. PST
Responses to Vendor Questions Published	June 30, 2017
Proposal Responses Due	July 14, 2017 by 4:00 p.m. PST
Interview Date (at ATN’s Discretion, reserve the date)	July 26, 2017 9 a.m. to 5 p.m.
Selected firm notified of the Award	August 4, 2017

5. SUBMITTAL REQUIREMENTS:

Responses to this RFP must include the following information:

- a. A cover letter/statement of interest, signed by an officer of the firm, indicating the firm’s interest in the project and highlighting its qualifications to perform this project. A summary of firm’s experience in application development and development philosophy or approach.
- b. If a partnership is being formed for this project proposer must establish the primary partner, outline the partnership agreement, detail the work plan for each partner, and provide the experience and qualifications for each partner.
- c. A description of the firm’s experiences working with several partners, private and/or public developing applications.
- d. Statement of qualifications, including related experience with similar types of projects and specific qualifications or resumes of key team members such as proposed Project Manager, Project Principal, lead programmer, etc., arranged in a Team Organizational Chart.
- e. A general outline of project, including a proposed schedule with key milestones and deliverable dates.
- f. Costs Proposal – could be proposed as a one-time development fee **OR** subscription service
- g. Description of similar projects.
- h. A minimum of three (3) references relating to completed projects for the services being requested with full name, title, email address and phone number.
- i. Responses must be limited to no more than five (5) double sided sheets, excluding specific project examples, references, resumes and covers.
- j. Provide three (3) hard copies or one (1) electronic copy of your submittal.

6. PROPRIETARY PROPOSAL MATERIAL:

Proposals may be subject to public disclosure under the California Public Records Act and other public records laws. Any proprietary information revealed in the proposal should, therefore, be clearly identified as such.

Consultant agrees to indemnify and defend ATN in the event ATN withholds production of records which Consultant has marked "Confidential" "Trade Secret" "Proprietary", or similar designations, that are responsive to a Public Records Act request pursuant to California Government Code section 6250, et seq. or a Freedom of Information Act request.

7. EVALUATION CRITERIA:

Evaluations will be based on the criteria listed below:

- a. Experience of firm with similar projects;
- b. Experience of proposed project team and key team members;
- c. Overall quality of statement of qualifications; and
- d. Innovative approaches and proposed solutions to issues associated with this project



8. EVALUATION RESULTS / SOLICITATION NEXT STEPS:

As a result of the RFP evaluations, ATN will select a limited number of consultants to participate in an interview. Only consultants that qualify as a result of this initial review process, will be asked to the interview. The anticipated schedule for the subsequent solicitation is as follows:

Interview	July 26, 2017
Selected firm notified of the Award	August 4, 2017
Contract Negotiations	August 2017
Award of Contract	August 23, 2017
Notice to Proceed	August 24, 2017
Service Begins	Fall 2017

9. QUESTIONS:

Questions regarding this project may be directed to Diana Kotler, ATN Executive Director, via email only at artinfo@atnetwork.org. Any oral communications will be considered unofficial and non-binding on ATN. Any questions will be answered in writing and distributed to all interested parties.

10. REJECTION OF SUBMITTALS:

ATN reserves the right to reject any and all submittals and to waive irregularities and informalities in the submittal and evaluation process. This RFP does not obligate ATN to pay any costs incurred by respondents in the preparation and submission of their qualifications. Furthermore, the RFP does not obligate ATN to accept or contract for any expressed or implied services.

11. EQUAL OPPORTUNITY EMPLOYMENT:

The successful consultant or consultants must comply with ATN’s equal opportunity requirements. ATN is committed to a program of equal employment opportunity regardless of race, color, creed, sex, age, nationality or disability.

12. TITLE VI:

It is the policy of ATN to assure that no person shall, on the grounds of race, color, national origin or sex, as provided by Title VI of the Civil Rights Act of 1964, be excluded from participation in, be denied the benefits of, or be otherwise discriminated against under any of its federally funded programs and activities.

13. NON-COLLUSION:

Submittal and signature of a statement of qualifications swears that the document is genuine and not a sham or collusive, and not made in the interest of any person not named, and that the consultant has not induced or solicited others to submit a sham offer, or to refrain from proposing.

14. COMPLIANCE WITH LAWS AND REGULATIONS:

In addition to nondiscrimination and affirmative action compliance requirements, the consultant or consultants ultimately awarded a contract shall comply with federal, state and local laws, statutes and ordinances relative to the execution of the work. This requirement includes, but is not limited protection of public and employee safety and health; environmental protection; waste reduction and recycling; the protection of natural resources; permits; fees; taxes; and similar subjects.

15. FEDERAL FUNDING:

Inasmuch as the services in the future RFP are to be purchased with Federal assistance authorized by the Department of Transportation and Federal Transit Administration (FTA) laws and regulations codified at 49 USC §§ 5301 et seq.; or Title 23, United States Code (Highways); or the Transportation Equity Act for the 21st Century, Pub.



L. 105-178, June 9, 1998, 23 USC § 101 note, as amended by the TEA-21 Restoration Act, Pub. L., 105-206, July 22, 1998, 23 USC § 101 note, (TEA-21), Moving Ahead for Progress in the 21st Century Act (MAP 21), Pub. L. 112-141, July 6, 2012, and other further amendments thereto, Fixing America’s Surface Transportation (FAST) Act, Public Law No: 114-94 , as may be amended, or other Federal enabling laws administered by FTA and guidance thereto, including without limitation FTA Circular 4220.1F and amendments thereto, the Consultant will be required to comply with all terms and conditions prescribed for third party contracts in a grant contract between the United States Department of Transportation and ATN and to flow all applicable federal provisions down to Sub-consultants at every tier. Federal provisions applicable to this Agreement and third party contracting in general are found at <https://www.transit.dot.gov>.