REQUEST FOR PROPOSALS

Transportation Demand Management – Ridematching System

Commuter ridematching services in Ohio are currently split between two systems that run on two distinct and incompatible platforms: OhioRideshare and RideshareOhio. The primary focus of the systems is to help decrease the use of single occupant vehicle (SOV) travel via free ridematching services to the public while simultaneously promoting ridesharing. The systems also provide information to travelers who might be interested in walking, biking, or taking transit.

Each platform is operated by two distinct partnerships of Metropolitan Planning Organizations (MPO), which are separate from each other. The platforms geographically constrain users to finding potential ridematches within their respective platform’s service area. The following seven MPOs operate the two platforms separately:

OhioRideshare
Akron Metropolitan Area Transportation Study (AMATS)
Eastgate Regional Council of Governments [Youngstown]
Northeast Ohio Areawide Coordinating Agency (NOACA) [Cleveland]

RideshareOhio
Miami Valley Regional Planning Commission (MVRPC) [Dayton]
Mid-Ohio Regional Planning Commission (MORPC) [Columbus]
Ohio-Kentucky-Indiana Regional Council of Governments (OKI) [Cincinnati]
Toledo Metropolitan Area Council of Governments (TMACOG)

The abovementioned MPOs are members of the Ohio Association of Regional Councils (OARC), who is sponsoring this RFP.

As the sponsor of this RFP, OARC is seeking to further advance Transportation Demand Management (TDM) services and programming for its MPO members. With funding from the Local Government Innovation Fund, OARC hired and worked with a professional consultant to conduct a feasibility study on the advancement of TDM throughout the Ohio regions represented by the aforementioned MPOs. The study viewed TDM as the wide array of programs and policies that effectively makeup a MPO’s strategy to encourage the more efficient use of transportation infrastructure by reducing Vehicle Miles Traveled (VMT) on the transportation system (i.e. reducing the demand of SOVs on roads). The study also suggests OARC adopt the viewpoint of TDM as a means to enhance mobility options in a manner that contributes to local economic development strategies and the promotion of placemaking.

In order to advance the TDM programs and policies suggested by the aforementioned feasibility study, OARC is seeking proposals for a comprehensive web-based TDM platform that will be the backbone of future TDM services provided to the general public. To create efficiencies, this platform will need to combine and enhance the current ridematching services provided by OhioRideshare and RideshareOhio to unify into one scalable TDM platform. This platform must go beyond standard ridematching services (i.e. static rideshare matchlist reporting) and begin incorporating comprehensive TDM services that allow MPOs to support and incentivize the many alternative transportation options available to travelers that will reduce VMT. Additionally, as recommended in the feasibility study, OARC seeks a robust TDM platform that will capitalize on the various personal mobility options available to the workforce as a means to promote place-making strategies developed by local governments and enhance economic development opportunities sought by local Chambers of Commerce. The TDM platform must also have the capability for MPOs to manage relationships with employers, where staff can then help administer TDM programs unique to each employer/activity center whom wishes to capitalize upon this economic development resource.
Ultimately, as a result of the study, Ohio’s MPOs seek a system that meets or exceeds the requirements of a comprehensive multi-regional travel options system. This state-of-the-art system will be an integral element of OARC’s TDM strategies to reduce VMT and improve personal mobility options. **OARC would like to combine, expand, and update the current ridematching services offered by OhioRideshare and RideshareOhio into one unified, robust TDM platform that will provide comprehensive mobility options to users, reduce costs for MPOs, and create efficiencies between the various MPOs.**

Vendors interested in being considered must submit **TWO (2) printed copies and one (1) in the form of a compact disc or jump drive in a PDF format.** Proposals will be received by MORPC until **12:00 PM (EDT), MONDAY, OCTOBER 17, 2016.**

Submit proposals to:
Mid-Ohio Regional Planning Commission
Attn: SHARI SAUNDERS
111 Liberty Street, Suite 100
Columbus, OH 43215
ssaunders@morpc.org

Proposals must arrive in the MORPC offices prior to the proposal due date and time. Vendors making proposals should take this into account when choosing a mail carrier. Facsimile submissions will not be accepted.

All questions must be submitted in writing and should be submitted via mail or email to DAN SHEEHAN at DSHEEHAN@morpc.org. No answers will be given over the phone. All responses to written answers, including any amendments to the RFP (if necessary), will be posted on MORPC’s website. The question window will remain open from the RFP publish date through **TUESDAY, OCTOBER 4, 2016.** Responses to questions will be posted at [http://www.morpc.org/about-morpc/overview/rfps-rfqs/index](http://www.morpc.org/about-morpc/overview/rfps-rfqs/index).

The Ohio Association of Regional Councils, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 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 bidders that it will affirmatively insure that in any contract entered into pursuant to this advertisement, minority business enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, creed, religion, ancestry, national origin, sex or gender, sexual orientation, disability or other handicap, age, marital/familial status, income, or status with regard to public assistance in consideration for an award.

Neither OARC nor any member agency of the Committee shall be liable for any costs incurred by the consultant in response to this RFP, or any costs incurred in connection with any discussions, correspondence or attendance at interviews or negotiation sessions.

All materials submitted in response to this RFP shall become the property of OARC and may be returned only at OARC’s option.

All materials received shall be considered public information and shall be open to public inspection.
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I. PROJECT DETAILS

OARC seeks a qualified vendor to provide a robust web-based TDM platform that equips OARC agencies with the capacity to promote a healthy array of transportation options currently available to users of the transportation network. This web-based platform is expected to meet the diverse needs of Ohio travelers over a three-year contract period beginning in January 2017 with the possibility of up to two 1-year extensions.

The ideal system will be comprised of user-friendly and intuitive multi-modal trip-exploration/planning capabilities that dynamically describe the economics, positive/negative externalities, and other factors associated with each transportation mode choice available to the user. By accurately conveying the impacts of travel choice to users, OARC expects the TDM platform to help influence a reduction in demand for SOVs by favoring more sustainable or economical travel options. Therefore, OARC will view favorably any features, content, and built-in incentives that proactively encourage a user to shift to a non-SOV mode of travel.

This platform must promote the many sustainable and efficient transportation choices available to travelers, such as ridesharing, public transit, and active transportation options.

It is critically important for the vendor to identify how the platform contains web-based ridematching capabilities. These ridematching features will help OARC MPOs facilitate the establishment of carpools and vanpools within their respective regions. Vendors should recognize that OARC MPOs have minimal staff at disposal to administer ridematching services. Therefore, an intuitive ridematching feature that requires minimal administrative oversight would be ideal (i.e. intuitive registration process, in-system messaging, in-system payment, automatic follow-up capabilities, etc.).

In addition to ridesharing capabilities, the comprehensive TDM platform should demonstrate the ability to integrate with public Application Program Interfaces (API) in order to show accurate transit service, bikeshare and carshare locations, EV charging stations, etc. via digital mapping display, such as Google Maps or another digital map service of equal value. These various personal mobility options are expected to be factored into a multi-modal trip planning/exploration feature where users can explore the mobility options currently available to them, and the potential benefits/drawbacks of utilizing the various modes of travel.

Given the diverse needs of the MPOs that makeup OARC, the new system must have the ability to create “Transportation Management Association (TMA)” subsites – which, for the purposes of this RFP, is could be defined as a MPO, employer, activity center, etc. who wishes promote TDM to their appropriate population. These TMA sub-sites must have the capability to be customizable with independent branding. MPOs will act as the system administrators for their respective regions, but the platform needs to have the capacity to manage partnerships with employers/activity centers who wish to promote TDM services to their workforce. Therefore, allowing Employee Transportation Coordinators (ETCs) or Sustainability Coordinators of participating institutions/employers to maintain sub-administrator rights for their respective organization is required.

Successful respondents will clearly demonstrate their company’s ability to securely host, preferably on a server network/data center, and adequately maintain all technology necessary to operate the system efficiently, securely, and without interruptions or other difficulties.

The MPOs of OARC will maintain ownership of all data logged, created, and used within the system. Similarly, the MPOs will own all domain names created for, and associated with, the new web-based ridematching system. Additionally, OARC will place a high value on systems that offer robust reporting.
and administrative features that inform system administrators of database health and integrity, successful marketing campaigns, program impact, etc.

Vendors are encouraged to offer customized innovation plans that will allow the technology to evolve and adapt along with the needs of the users and OARC in order to maintain a cutting-edge system. Such evolutionary capabilities might include features such as in-system distributed payment capabilities (sometimes referred to as a “virtual wallet”), integration with mobile technologies such as UberPool, Waze, or Strava, integration with traffic monitoring systems like OhGo, passive commute tracking via wearable technologies, etc. Vendors must also be open to the possibility of working with the Ohio Department of Transportation (ODOT) and the Transit Tech Ohio project to integrate transit solutions into the platform.

II. SCOPE OF SERVICES

As described in the above Overview and Project Details sections, the selected vendor shall provide a hosted TDM system offering travelers the ability to explore various modes of transportation available to them when traveling. This includes the critical capability of equipping users with the ability to locate and/or establish rideshare partners for carpool and vanpools. These services are expected to be performed in multiple Ohio regions, in addition to the occasional out-of-state county that comprises a MPO’s services area.

At present, the MPO service areas consist of the following counties:

- Allen*
- Ashtabula
- Auglaize*
- Butler
- Clermont
- Clinton
- Cuyahoga
- Darke
- Delaware
- Fairfield
- Fayette
- Franklin
- Fulton
- Geauga
- Greene
- Hamilton
- Hancock*
- Hardin*
- Knox
- Lake
- Licking
- Lorain
- Lucas
- Mahoning
- Marion
- Madison
- Medina
- Mercer*
- Miami
- Montgomery
- Morrow
- Ottawa
- Pickaway
- Portage
- Preble
- Putnam*
- Ross
- Sandusky
- Seneca
- Stark
- Summit
- Trumbull
- Tuscarawas
- Union
- Van Wert*
- Warren
- Wayne
- Wood
- Boone (KY)
- Dearborn (IN)
- Campbell (KY)
- Kenton (KY)
- Monroe (MI)

*Note these counties consist of the Lima Area Agency on Aging’s (AAA) service area, whom is an informal partner

The service should be scalable to other Ohio counties if other organizations so choose to enter into an agreement.

The system shall provide a robust method of promoting sustainable modes of transportation which informs users of their multiple transportation options while seamlessly influencing them to engage with a non-SOV mode.
The following outline demonstrates features of a new system that OARC members view as either critical or highly desirable characteristics of an ideal system. While these services offer a firm foundation for a holistic TDM platform, vendors are encouraged to include innovations within their system that they feel will align with the current and prospective work goals of OARC. OARC desires to partner with a vendor that is looking towards the future of this rapidly-evolving industry, and will place emphasis on selecting a vendor that plans to keep their system thriving in the future landscape of TDM/ridesharing.

OARC is requesting proposals from qualified vendors to demonstrate their system’s ability to perform the following critical functions:

- Multi-Modal trip planning capabilities
  - Integration of mobility compliments such as EV charging stations, carshare and bikeshare locations, etc. into the Google Maps (or similar) interface
- Real-time ridematching services (includes both carpool & vanpool concurrently)
- Mobile responsiveness
- Sub-Site capabilities that enable regional branding
  - Please describe how your system allows for customization between sub-sites (e.g. a la carte features, web design, customized reports, etc.)
- Robust Spanish-language system capabilities, including options for other languages
- Provide robust reporting and data analysis capabilities
- Park and Ride infrastructure integrated directly into the Google Maps (or similar) interface
  - Allow users to easily ‘start’ or ‘end’ trips at Park and Rides

Additionally, it is imperative that the vendor elaborate on the platform’s capacity to perform the following important functions:

**Administrative/Reporting Functions**

- Customizable reporting forms, including vanpool waiting lists and vanpools-in-formation status
- Includes an array of report templates, such as performance measurements that include previous mode of travel, modal split, mode shift, VMT reduced, calories burned, etc.
- Reports can be depicted graphically and/or as dashboards
- Reports can be exported to Excel
- Vanpool administration functions
- Customization capabilities, i.e. system administrators may update the text on the website homepage

**Incentives/Marketing**

- Includes marketing/outreach campaign management tools
  - Recommends outreach techniques based on system data
- Identify carpools and vanpools with open seats
- Gamification and incentive management tools to be used for encouraging ongoing program participation
- “Shop before you buy” functionality, i.e., the ability to display potential ridematches before registering
- Commute cost calculator
- Integration with social media, e.g., Facebook

**User Interaction with System**

- Multi-modal trip-logging capabilities (includes passive and ‘drag & drop’ logging features)
- Capable of providing customizable push notifications to smartphones
- In-system messaging
- In-system (virtual wallet) payment capabilities
Multi-Modal Integration
- Integration of Google Maps or another map service of equal value that incorporates all relevant infrastructure, including bike lanes/paths/trails
  - Any type of human-service transportation integration would be desired
- OhGo and other necessary platforms/databases offering real-time traffic updates
- Third party rideshare apps such as UberPool, Lyft Line, or Waze
- Use APIs to plugin to transit information, including real-time capabilities (where supported)
- NOTE: All 3rd party integration should be option for MPOs to add/remove from their custom sub-websites

Training and Support
- Comprehensive training for any new administrators within OARC
- Periodic training updates as system capabilities evolve
- Technical assistance provided during standard workdays (8a-5p EST, M-F)
  - Includes emergency support via phone or webinar

Data Conversion
- Capacity to migrate records of approximately 20,000 registered commuters, companies, vanpools, etc. and their supporting data

Target Underserved Populations
- Ability for system administrators to employ “Administrator Assist Mode,” where admins can set-up accounts for users who don’t have internet access over the phone and subsequently search for ridematching options on behalf of these users
- ADA compliance as outlined at https://www.ada.gov/websites2.htm

III. PROPOSAL FORMAT

The proposal must address the following items in the following order. Failure of the proposal to respond to a specific requirement may be a basis for elimination from consideration during the comparative evaluation. OARC reserves the right to accept or reject any or all proposals.

Each consultant shall submit a concise, formal proposal that shall contain the following sections:

A) Cover Letter
B) Organizational Structure, Personnel, and Experience
   a. Vendor’s Personnel Profile and Corporate Qualifications
      i. Bio and or Resume/Curriculum Vitae (CV) of team members involved with project
   b. Project organization chart showing key personnel, their relationships and affiliations
   c. Experience
      i. Examples of successfully completed projects of similar scope and magnitude
      ii. Provide the contact information for three or more recent references
C) Technical description of the proposed system
D) Innovative solutions beyond the features outlined in the scope of this RFP
E) Implementation Plan
   a. Data Migration Plan
F) Budget/Cost Proposal
G) Disadvantaged Business Enterprise (DBE) Goal Compliance/Subcontracting

A.) COVER LETTER

The cover letter shall be signed by a representative authorized to legally bind the firm, and include:
B.) ORGANIZATION, PERSONNEL, AND EXPERIENCE

Specific background information on key individuals who are anticipated to be assigned to the project should be included, most notably the project manager. Include resumes or CVs for team members involved. Identify the location of the office where the majority of the work is to be performed. This section shall also provide an overview of all key personnel working on the project and show their relationship to the firm and their affiliations (i.e. project organization chart). Identify any diversity and inclusion efforts the vendor is taking or will take.

Include information about any applicable corporate qualifications and relevant experience deploying a system of similar size and scope within the last 5 years. Expand upon any prior innovations your system has pioneered, and how it has been integrated into your current system. Elaborate upon the customizable portions of your system, and how a TDM program might design their branding within your system. Explain how your company manages employees’ commutes and promotes non-SOV options internally.

Provide a list of three or more references for which your company has provided similar services in the last five years. Please include name, title, organization, business phone number, and email address. Include a brief description of the services your company provided. References to other MPOs would be ideal.

C.) TECHNICAL DESCRIPTION OF PROPOSED SYSTEM

This section shall indicate the vendor’s understanding of the project scope of work. The vendor shall explain how their team will offer a system that addresses the needs identified in Sections 1 and 2 of the RFP.

OARC requests that materials and demonstrations be customized for the Ohio market.

All materials created and submitted throughout the lifetime of the projects related to the contract shall become the property of OARC. All materials received shall be considered public information and shall be open to public inspection.

D.) INNOVATIVE SOLUTIONS

OARC understands the changing face of mobility, especially when it comes to dynamic ridesharing, mobile integration, open data, and connected commuters. Start-ups and entrepreneurs are disrupting
the personal mobility industry at an unprecedented pace, and OARC expects to select a system that will seamlessly integrate with the rapid technological evolution currently confronting the personal mobility industry. OARC seeks to hire a vendor with a progressive perspective and one that will provide consistent system updates that help ensure the system will continue being relevant in the coming years.

The vendor shall list any features their system may offer that is beyond the scope of this RFP. This includes system features/functions that will not be ready to launch by April 1, 2017, but are anticipated to become solid features before the expiry of the 3-year contract. This might include, but will not be limited to, customization opportunities within the system, adaptability to add-ons, third party integrations, etc. In order to be considered, innovations should have application value tied to current issues, program needs and/or goals, or other capabilities identified in the Overview, Project Description, and Scope of Services sections of this RFP.

**E.) IMPLEMENTATION PLAN**

Included as part of the proposal, the proposer shall provide a schedule identifying all tasks and sub-tasks necessary to launch a public-facing system by APRIL 1, 2017. If the vendor believes this will adversely affect the quality of the project, the vendor should explain why.

**Proposed Timeline**
- Proposals due on MONDAY, OCTOBER 17, 2016
- Selection and initial scope meeting the week of MONDAY, NOVEMBER 7, 2016
- Target to begin work on TUESDAY, JANUARY 3, 2017

As part of the implementation plan, the vendor shall include an *Incumbent System Data Migration Plan* wherein the vendor will outline their strategy for transferring data of ~20,000 commuter records, employer records, park and ride records, etc. (Note that each of these records include meta-data, such as address, work shift, commuter preferences, etc.). In an effort to remove some of the data migration burden from the vendor, OARC has secured a consultant with the skills and tools necessary to assist with this endeavor. This plan shall include, but is not limited to, recommendations on how the vendor will support data migration efforts, how the vendor might use OARC's consultant to fulfill data migration needs, any anticipated data migration complications, a timeline for transferring data, etc.

Finally, OARC would prefer the vendor include any recommended transition strategies in their implementation plan. The transition strategy may be based on prior experience. Given the vendor’s unique technology, explain how OARC might best facilitate the transition from OhioRideshare and RideshareOhio a new system. Please consider items such as the redirection of old domains, what to do with new users created on old sites after the conversion has taken place, outreach input, etc.

**G.) BUDGET/COST PROPOSAL**

The vendor will be expected to provide any (1) up-front “startup” costs of their platform, in addition to any (2) yearly maintenance & licensing fees that can be expected for their product. The vendor shall clearly identify what the total cost will be for year 1 of the potential contract (2017), and include projections for the next two years (2018 & 2019). If there are separate modules or add-ons associated with your product, please include a pricing table for all applicable modules.

The vendor shall explain how they will assess charges for their product, i.e. whether it is based on service area population, registered users, sub-administrators, incentives budget, etc.

Please note that there are currently 7 Ohio MPOs interested in participating in a group-buy. The service area footprint for these MPOs covers 48 of Ohio’s 88 counties (listed in section 2, which includes the...
seven counties covered by Lima AAA), and has an estimated population of 9 million people. There are currently 15,000 registered users between the two OhioRideshare and RideshareOhio systems. Each MPO has 1-2 system administrators.

As described in the Scope of Services and Project Details, OARC requires a platform that is scalable and can easily accommodate new partners (e.g. MPOs, mobility managers, Rural Transportation Organizations, etc.) if they wish to join. Within the cost proposal, vendors shall describe how the platform and contract structure will accommodate the addition of new partners and how it will affect pricing. Please note these partners will likely be increasing the service area, adding site administrators/sub-sites, and increasing registered users within the system.

The anticipated budget for TDM/rideshare technology during the year 2017 is approximately $70,000 - $90,000. Note that this budget includes any data conversion and startup costs, in addition to annual fees. Assuming no additional mobility partners join the OARC contract, the anticipated budget for TDM/rideshare technology during subsequent years is approximately $45,000 - $65,000/year.

As mentioned in the Implementation section (Section 3E), OARC has secured a consultant to assist with the data transfer process into a new system. OARC believes this consultant has the skills and tools necessary to complete the data transfer with basic guidance from the vendor. That being said, vendors are encouraged to take this into account when constructing their cost proposal.

OARC invites the vendor to propose how they normally handle contracts with a group of organizations such as OARC. Please describe your traditional contracting process (e.g. do you typically enter into contract with one ‘prime’ contract holder with sub-contracts? Do you prefer to have multiple individual contracts with the various Ohio MPOs? Are you flexible?). Please indicate your ideal type of contract and describe how it might impact the budget if OARC chooses to deviate from your proposed contract structure.

Vendors are encouraged to submit a competitive bid that meets the needs of this RFP. OARC reserves the right to ask a vendor for a revised pricing structure if modules, add-ons, data transfer costs, etc. included in the original bid price are removed or altered in scope. A final contract price will be discussed with the selected vendor during the contract development phase.

The proposer should be aware that the project is funded with United States Department of Transportation (U.S. DOT) funds and will be subject to all the requirements thereby imposed. In addition, as U.S. DOT funds are administered by the Ohio Department of Transportation (ODOT), this project will be subject to all requirements imposed by ODOT.

The proposer should be aware that it is the goal of OARC MPOs to process and pay properly prepared and submitted invoices within 60 days, although that is not guaranteed. Improperly prepared and submitted invoices will be returned and will consequently not be processed and paid within the 60-day goal. Proof of payment will be required for all charges included on invoices.

H. OARC DISADVANTAGED BUSINESS ENTERPRISE (DBE) COMPLIANCE/SUBCONTRACTING

DBE Firm Participation
Working in cooperation with the Ohio Department of Transportation (ODOT), a 3 percent disadvantaged business enterprise (DBE) goal has been established for this contract per requirements of the U.S. Department of Transportation (USDOT). Respondents are strongly encouraged to meet or exceed this
goal, and this section should include a description of how the contractor will do so. DBE firms must be certified by a USDOT-authorized certification agency such as the Ohio Department of Transportation. OARC will expect contractors to meet the DBE percentage included in their contract, and will require ongoing reporting of this percentage during the contract life. OARC will also include DBE prompt payment requirements in all contracts.

IV. PROCUREMENT PROCESS

RFP TIMELINE
The schedule for the RFP is given below. Dates are tentative and may be modified by OARC as necessary.

<table>
<thead>
<tr>
<th>Key Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, September 16, 2016</td>
<td>Proposal is posted on MORPC (morpc.org) website and other communication mediums</td>
</tr>
<tr>
<td>Tuesday, October 4, 2016</td>
<td>Cutoff date for written questions</td>
</tr>
<tr>
<td>Thursday, October 6, 2016</td>
<td>Final posting date for responses to questions</td>
</tr>
<tr>
<td>Monday, October 17, 2016</td>
<td>Completed proposals due to MORPC by 12:00 p.m.</td>
</tr>
<tr>
<td>Monday, October 17 – Friday, November 4, 2016</td>
<td>Evaluation of proposals</td>
</tr>
<tr>
<td>Monday, October 24 – Wednesday, November 2, 2016</td>
<td>Finalists will either partake in oral presentations at MORPC OR host a webinar</td>
</tr>
<tr>
<td>Friday, November 4, 2016</td>
<td>OARC Evaluation Committee makes recommendation</td>
</tr>
<tr>
<td>Monday, November 7, 2016</td>
<td>Contact all bidders regarding awards to be made</td>
</tr>
<tr>
<td>Tuesday, November 8 – Friday, December 30, 2016</td>
<td>Contract Development</td>
</tr>
<tr>
<td>Friday, December 30, 2016</td>
<td>Final day to sign contracts</td>
</tr>
<tr>
<td>Tuesday, January 3, 2017</td>
<td>Project begins</td>
</tr>
<tr>
<td>Friday, April 1, 2017</td>
<td>System must be ready for user interaction</td>
</tr>
</tbody>
</table>

The selection of the project consultant will follow a multi-step process. The first step will be an evaluation of the written proposals using the criteria listed below.

EVALUATION CRITERIA
The evaluation criteria are as follows:

1. General Quality & Adequacy of Response (5%)
   a. Completeness and thoroughness
   b. Overall impression

2. Qualifications (20%)
   a. Experience working with similar clients
   b. A demonstrated history of comprehensive customer service as evidenced by strong references
   c. Understanding of the TDM/rideshare market

3. Functions of Technology (50%)
   a. Vendor demonstrates the system’s capacity to meet or exceed the performance requirements detailed in Section 2 of this RFP

4. Innovations (10%)
a. Continuous evolution
b. Potential for system integration with mobile technological advancements

5. Cost/Budget (15%)
a. Clarity of budget and congruence with RFP and proposed scope of work
b. Cost

EVALUATION COMMITTEE
The OARC Committee will conduct the evaluation of proposals and reserves the right to reject any and all proposals in whole or in part received in response to this request. The Committee may waive minor defects which are not material when no prejudice will result to the rights of any other vendors or to the public.

The second step would include clarification interviews. Depending upon the relative merits of the proposals, two or three of the vendors will be invited to give oral presentations and respond to questions from an interview panel. Vendors selected to give oral presentations will be expected to present “Ohio-centric” demonstrations of their system’s capabilities to the OARC Committee. The second step may be waived if the Committee finds from the evaluation in the first step that one vendor is clearly more qualified to provide services than the other vendors.

CLARIFICATION INTERVIEWS
At OARC’s option, vendors may be required to answer questions about their proposals. During this time, the vendor will be expected to perform live presentations of their system’s capabilities. This may take place during a live demonstration at MORPC, or via webinar. The purpose of the interview is to provide clarification of information presented in the written proposal. If interviews are necessary, OARC will contact the vendor’s authorized representative to schedule the time, date, and method of interview (e.g., in-person presentation or webinar). Interviews are currently scheduled to take place October 24 - November 2. The interviews will be given by the Selection Committee. If in-person interviews are requested, the vendor must comply at no cost or obligation to OARC. A vendor’s refusal to make a presentation as described shall result in the vendor’s proposal being rejected from consideration for the project.

SELECTION AND NEGOTIATIONS
Based on the evaluation of the proposals, the vendor who best demonstrates their ability to address OARC’s needs will be selected. If negotiation with the highest ranked vendor fails to result in a mutually acceptable agreement, OARC will notify that firm in writing of the termination of negotiations. The next highest ranked vendor, as determined by the earlier technical proposal evaluation, will then be invited to enter into negotiations with OARC. If negotiations again fail, the same procedure shall be followed, with each next most qualified firm until a contract has been negotiated. If the remaining proposals are considered not to be qualified, the notification and selection processes will be repeated.

V. PROPOSAL TERMS & CONDITIONS

Evaluation of Proposal Compliance with Specifications
Understanding that no vendor may completely meet all requirements of the specifications, OARC reserves the sole right to determine whether a proposal substantially complies with the specifications; accept, negotiate modifications to, or reject the terms of any proposal; and waive the right to accept a part, or parts, of a proposal, unless otherwise restricted in the proposal.
Modification and/or Withdrawal of Proposals
Modifications of a submitted proposal must be received by the designated due date specified. Withdrawal of proposals will be allowed only in those cases in which a written request to withdraw a Proposal is received by MORPC prior to the date and hour for receiving and opening Proposals. In such case, the same proposal will be returned to vendor unopened.

Proposer Qualifications
OARC may require all proposers to submit evidence of qualifications, and may consider any evidence of the financial, technical, and other qualifications and abilities. OARC will not award a contract to a proposer who, in its opinion, is not fully qualified on the basis of financial resources and responsibility, possession of adequate equipment, personnel, experience, and past record of performance to perform the obligation to be undertaken competently and without delay.

Award of Contract
Each proposer acknowledges that OARC will use its discretion and judgment in making the final decision and further acknowledges that no claim by the proposer will arise in any way relating to the exercise of that judgment by OARC. OARC reserves the right to accept the Proposal deemed to be in the best interest of OARC or to reject any and all Proposals.

Executive Directors of the various MPOs are the only individuals who may legally commit their respective organization to the expenditure of public funds. No cost chargeable to the proposed contract may be incurred before receipt of either a fully executed contract or a specific, written authorization to proceed. Vendors are welcome to propose how they normally handle contracts with a group of organizations (e.g. one ‘prime’ contract holder with sub-contracts, or multiple individual contracts with the various Ohio MPOs).

GENERAL INFORMATION & REQUIREMENTS
Compliance with US DOT Regulations
The project WILL BE funded from federal funds. Consequently, the vendor must comply with all U.S. Department of Transportation regulations pertaining to federal transportation planning studies. The vendor will be required to comply with all regulations of U.S. Department of Transportation relative to, for example, non-discrimination in federally-assisted programs.

Ownership of Products
The MPOs of OARC will retain the copyright for all data, domain names, materials, information, processes, studies, reports, surveys, proposals, plans, codes, scientific information, technological information, regulations, maps, equipment, charts, schedules, photographs, exhibits, software, software source code, documentation, and other materials and property that are prepared, developed or created under or in connection with this project. Therefore the submitter should anticipate that all products of this work effort will become the property of OARC who will make them available to other government agencies and their contractors.

Deviation Clause
The vendor’s attention is called to the condition that, if awarded a contract, the vendor will be required to furnish the particular item referred to in strict accordance with the specifications or descriptions as proposed, unless a departure or substitution is clearly noted and described in the proposal, along with the reasons therefore.

Tax Exemption
The MPOs comprising of OARC are exempt from the payment of federal excise and transportation taxes levied under the provisions of the Internal Revenue Code. MPOs are also exempt from Ohio State Gross
Retail Taxes (sales tax). The successful vendors will be furnished with any certificates of exemption as required.

**STATEMENTS ON DIVERSITY & INCLUSION**

**Equal Opportunity**
The vendor agrees that it will not discriminate against any employee, applicant for employment, or subcontractor and that it will take affirmative action to insure that employees, applicants and subcontractors are treated equally during employment without regard to race, color, gender, creed, religion, ancestry, national origin, sexual orientation, disability or other handicap, age, marital/familial status, veteran status, or status with regard to public assistance.

**Disadvantaged Vendors**
Disadvantaged Vendors shall have the maximum opportunity to participate in the performance of contracts financed under this solicitation. In this regard, all proposers shall take all necessary and reasonable steps to ensure that minority vendors have the maximum opportunity to compete for and perform any subcontracts. Also, proposing firms are encouraged to notify OARC if they meet one of the disadvantaged vendor designations, such as Minority Business Enterprise (MBE), Small Business Enterprise (SBE), or Women-owned Business Enterprise (WBE).

**CONTRACTING REQUIREMENTS**
The following are not part of the proposal requirements but will be requirements in the contract in addition to other contractual requirements.

**Compensation**
A not-to-exceed contract amount based upon satisfactory functioning of products provided will be entered into after negotiations between OARC and the selected firm.

Alternative compensation models may be considered.

**Cancellation**
OARC reserves the right to cancel any contract for failure or refusal of performance, fraud, deceit, misrepresentation, collusion, or any other misconduct on the part of the consultant.

**Unresolved Finding for Recovery**
The selected vendor affirmatively represents and warrants to OARC that it is not subject to a finding for recovery under ORC 9.24 or that it has taken appropriate remedial steps required under ORC 9.24 or otherwise qualifies under that section. The vendor agrees that if this representation or warranty is deemed to be false, the agreement shall be void ab initio as between the parties to this agreement, and any funds paid by OARC to the vendor hereunder shall be repaid to OARC immediately, or an action for recovery may be commenced immediately by OARC for recovery of said funds.

**Covenants of Vendor**
The vendor will be required to covenant and warrant the following:

a) Vendor is not debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in any contract, supported in whole or in part by the funding sources for this project;

b) Vendor has not within a three (3) year period had one or more public transactions terminated for cause or default;

c) Vendor will comply with the provisions of Section 1352, Title 31 of the U.S. Code, which prohibits the use of federal funds to lobby any official or employee of any federal agency, or
member or employee of Congress; and to disclose any lobbying activities in connection with federal funds.