

Industry Forum on MicroTransit Pilot Project

Please join LA Metro as we introduce a groundbreaking pilot project to design and test a new complementary transit service which will dynamically route vehicles to pick-up and drop-off customers at virtual stops within Los Angeles County.

To ensure success of this new service called MicroTransit, LA Metro seeks private sector partner(s) to team with LA Metro to design, plan, implement, and evaluate the pilot. LA Metro intends to issue the Request for Proposal (RFP) for a Contractor Team in September. To learn more about this project, a draft copy of the Statement of Work for this solicitation has been attached for review.

On Tuesday, August 29th, the Office of the Office of Extraordinary Innovation will host a half-day Industry Forum for and with the private sector to learn about the MicroTransit Pilot project, ask questions to staff directly regarding the Statement of Work, make recommendations to the scope, and meet potential partners to build a Contractor Team for the RFP solicitation.

The interactive networking session called, "Building the Contractor Team," will be operated similar to speed-dating and pre-registration is required no later than 5.p.m. Pacific Time on Wednesday, August 23, 2017. Please [pre-register](#) for this event. Your partnership and expertise are essential to the success of the MicroTransit Pilot project.

Schedule

- 10:00 a.m. Networking and Coffee Outside Board Room
- 10:30 a.m. Welcome and Kick-Off Board Room (Dr. Joshua Schank, Chief Innovation Officer)
- 11:00 a.m. Presentation of Scope for MicroTransit Pilot project Board Room (Rani Narula-Woods, Project Manager)
- 11:30 a.m. Questions and Answers - Board Room
- 12:30 p.m. Lunch & Building the Contractor Team Plaza View, 4th Floor (Pre-Registration Required with Lunch to be Served)

Go Metro - Guests are encouraged to take the Metro Red, Purple, or Gold Line to Union Station and head to Metro headquarters Parking. Parking is also available at Union Station, Gateway Plaza.

LA METRO MICROTRANSIT PILOT PROJECT (MTP) SCOPE

INTRODUCTION

The Los Angeles County Metropolitan Transportation Authority (“LA Metro”) is inviting proposals from qualified firms of teams to partner with LA Metro for the design, build, and testing of a new and complementary service to LA Metro’s existing system (“the “MicroTransit Pilot project”).

LA Metro aims to improve the customer experience and service level for current LA Metro riders and drive new customer acquisition by operating a new service which provides demand-responsive pick-ups and drops-offs, with real-time customer information. This new service will connect more people and places to our existing system. The new service will be responsive to customer demand by providing riders the ability to reserve and pay for a ride in real-time through a software/technology platform. The new service will perform like a continuous vanpool and will dynamically route vehicles to meet LA Metro riders demand, saving riders time compared to fixed-route options and replacing single-occupancy vehicle trips. The new public transportation service will be called “MicroTransit,” because the service will be used for short trips under 20 minutes in duration and will use vehicles that are smaller than traditional transit vehicles.

The purpose of this solicitation is to select a Contractor Team with the experience and ability to provide planning, design, implementation, and evaluation services for the MicroTransit Pilot project to LA Metro. The Contractor Team must include a company with a demand-responsive software/ technology platform and may include specialists in transportation planning and analysis, outreach, and marketing.

The Tasks outlined in this Request for Proposal (RFP) are expected to be executed during two parts; (Part A, “Planning and Design” and Part B, “Implementation and Evaluation”). Part B may be exercised with a right-of-first negotiation for the Contractor Team awarded Part A. Part B will include performance incentives for attaining and exceeding project performance goals. The pilot period is not to exceed 4 years for completion of Part A and Part B. LA Metro will own all deliverables, work product, and customizations to any software provided by or generated by the Contractor Team from Part A (“Planning and Design”) and Part B (“Implementation and Evaluation”), including all associated intellectual property rights, as further set in the Required Contract.

BACKGROUND

Private sector “new mobility” services are rapidly changing the transportation landscape by expanding the types of travel options available to riders using an internet-enabled smartphone. In the United States, private, multi-passenger, demand-responsive services in major cities such as Chicago, New York, San Francisco, Seattle, and Washington DC, have expanded in popularity among transit riders and non-transit riders alike because they offer service options in areas difficult to serve through traditional high capacity arterial services. In 2016, LA Metro received and reviewed an Unsolicited Proposal to test demand-responsive software/technology. An internal Review Team determined that a pilot to test this software/technology would be valuable to the Agency and its customers. LA Metro CEO agreed with this recommendation.

The Opportunity

Advances in customer-facing transportation technology have set new expectations for riders about how to plan trips, pay for services, and travel. Riders expect to be decision makers about where they go and how they get there, whether or not they are sitting at the wheel.

While the private sector has been the leader in developing and testing customer-facing transportation technology, new partnerships between the private and public sector have the potential to revolutionize the way customers experience public transportation.

With real-time information on pick-up and drop-offs, an option for mobile payment, and nearby “virtual MicroTransit stops” within the service zones, LA Metro MicroTransit customers will benefit from a new level of customized travel. Whether beginning a trip, completing a trip or seeking a complete trip solution, riding LA Metro MicroTransit will be intuitive, user-friendly, and designed to encourage the use of multiple modes of public transportation, rather than single-occupancy vehicles.

The Agency anticipates LA Metro MicroTransit service may provide a flexible feeder for high capacity, high frequency services such as rail, bus rapid transit (BRT), and rapid bus.

Through execution of the planning, design, implementation, and evaluation phases of the LA MicroTransit Pilot project, LA Metro will gain groundbreaking insights into the effectiveness and utility of the large-scale deployment of demand-responsive technology. If successful, LA Metro MicroTransit service will increase the use of LA Metro services and system for both current and new customers and more broadly support a user-centric approach to future service planning and operations. If cost effective and widely utilized, this service could also improve upon fixed-route transit service and be permanently integrated into LA Metro’s service policy and transit services.

FRAMEWORK

LA Metro seeks to partner with a private sector firm or team to design a new service that is financially feasible for the Agency and effectively balances commercial feasibility with public policy considerations. To drive the best value in pilot design, LA Metro is using a pre-development public-private partnership (P3) contracting model that will allow LA Metro to maximize integration of privately developed technologies and approaches, promote shared risk and reward with the private partner, and drive attainment of project performance goals. For the public good, LA Metro will own the resulting deliverables and work product for Part A and Part B, and the resulting customized software application built to operate the LA Metro MicroTransit service, if Part B is exercised in LA Metro’s sole discretion. While the Contractor Team will be permitted to provide a license to any underlying software application in Part B, LA Metro desires to own any customizations to the underlying software created by the Contractor Team as required by the scope of Part B, including any customized payments or electronic processing functions. LA Metro further desires that any customizations of the software product be built in a manner so that LA Metro may operate the MicroTransit system/application on any software platform of any third party, or LA Metro’s own software platform that it may build in the future.

To foster innovation and partnership, this RFP is being executed in two parts: Part A (“Planning and Design”) and Part B (“Implementation and Evaluation”). The MicroTransit Pilot project period is not to exceed 4 years.

Part A (“Planning and Design”)

LA Metro seeks a Contractor Team to produce a service feasibility study including budgets and timelines that will determine parameters for service implementation in Part B. Service zones will be identified and determined for the pilot during Part A.

- Contracting. Part A will be governed by an interim Pre-Development Agreement, which will outline compensation, project work plan, deliverables, and timelines. The interim agreement will be developed to set forth terms for Part A and the option for Part B.
- Payment. The Contractor Team will be paid as agreed upon in the interim Pre-Development Agreement and may include risk sharing elements.
- Timeline. Part A is expected to be completed within 6 months of contract execution. LA Metro anticipates Part A will be completed in FY 2018.

Part B (“Implementation and Evaluation”)

Upon attainment of project feasibility thresholds, LA Metro may exercise an option to award a right-of-first-negotiation for Part B (“Implementation and Evaluation”) to the Contractor Team awarded Part A. Part B will include performance incentives for attaining and exceeding project performance goals.

In Part B, LA Metro seeks a Contractor Team to develop, deliver, and maintain a software/technology platform and application. The Contractor Team will also provide guidance on the implementation, operations, and ongoing evaluation, and refinement and reiteration of the service in Part B. Findings from Part A will be used to further refine the scope of Part B.

- Contracting. Part A will be awarded with a right-of-first-negotiation for Part B upon attainment of feasibility criteria. The award of Part A does not guarantee the award of Part B. Advancement to Part B will be determined at LA Metro’s sole discretion and based on the ability of the Contractor Team to drive project design to technical and financial feasibility in Part A.
- Payment. The Contractor Team shall be compensated for Part B based on performance in achieving pre-defined service levels which will be outlined and established as a deliverable of Part A. As part of this, revenue sharing models may also be considered.
- Timeline. Part B is estimated not to exceed 3.5 years in duration with a minimum of 2 years of service operation.

Alongside LA Metro, the Contractor Team shall be responsible for adhering to all regulatory policies, permitting requirements, and approvals pre-launch and while operational. Part A and Part B shall meet regional, state, and federal regulations including the needs of riders under the Americans with Disabilities Act, Title VI of the Civil Rights Act of 1964, and the Federal Executive Order on Environmental Justice. To the extent possible, outreach and marketing materials and communications for and about the service should be available in English, French, Spanish, Mandarin Chinese, Japanese, Vietnamese, Thai, Khmer, Armenian, Korean, and Russian.

CONCEPT

The goal of the LA Metro MicroTransit service is to replace local single-occupancy vehicle trips with mass transit or shared vehicle options for riders traveling short distances within the pre-defined service zones.

If successfully deployed, depending on the service area(s), the LA Metro MicroTransit service could be used by customers to address:

- short trip types (for example, nearby destinations such as employment centers, educational institutions, retail, medical facilities, recreation, etc.):
- gaps in service such as connections to/from transit stops/stations of up to several miles: and
- service within low-density areas or areas with dispersed destinations not along a linear corridor.

As part of LA Metro's commitment to workforce development, the Agency intends to provide operators and routine maintenance (e.g., clean, wash, fuel, cosmetic repairs) of the vehicles for the service. This expectation must be considered in the planning and pricing of the LA Metro MicroTransit service and the pilot design must comply with LA Metro's related collective bargaining agreements.

LA Metro will work with the Contractor Team in Part A to develop vehicle specifications for the pilot. While LA Metro may select to lease or purchase the vehicles directly or indirectly, the Contractor Team must be willing and able to act as an agent for lease or purchase of vehicles to qualify for this solicitation.

PROJECT GOALS

By integrating a new transportation technology-enabled service, LA Metro aims to improve the customer experience by providing a range of benefits to Metro customers, including:

- real-time pick-up and drop off data
- demand responsive service
- managed and reduced overall wait times
- managed and reduced in-vehicle time
- faster trip overall times
- reduced distance to transit access
- dynamically routed trips
- reduced number of transfers
- improved experience when transferring across LA Metro services
- point-to-point service to and from LA Metro's fixed-route transit system
- point-to-point service locally within a pre-defined service areas
- an alternative to single-occupancy vehicle use for short trips
- meeting or exceeding ADA requirements

LA Metro seeks to identify:

- popular use cases/trip types for demand responsive services
- popular origin and destination pairs or travel patterns for demand responsive services a variety of use cases for demand responsive services (e.g., moving beyond millennials)
- customers' priorities (e.g., wait time, transfers, reliability, security, lighting)
- popular transfer points within LA Metro's service area for demand responsive trips

LA Metro aims to learn:

- cutting-edge insights into how new tools and technology can enhance our service offerings
- how an LA Metro-operated service compares with private sector operations
- the roles and responsibilities of a private-public partnership that will yield a service that is financially and technically feasible strategies to balance market considerations (e.g., pricing) and public policy considerations (e.g., equity) for technology solutions

CONTRACTOR TEAM REQUIREMENTS

The Contractor Team shall report to LA Metro's Project Manager and shall work closely with a number of LA Metro departments as well as representatives of LA Metro's employees to ensure successful design and if selected, continuous improvement to the service throughout implementation and testing phases of the pilot.

The Contractor Team might include individuals with specialized expertise in:

- demand responsive operations
- transit service planning
- private sector service planning
- transportation modeling
- software development
- analytics
- GIS analysis
- marketing
- outreach
- transit requirements of ADA

Qualified firms or teams shall demonstrate:

- Qualification, Project Management, Staffing Capacity & Partnerships
 - Demonstrated technical expertise; experience with transit agencies or DOTs; record of completing work on time and under budget; operational experience providing on-demand services; financial stability of the Contractor Team. Qualifications and availability of Contractor Team, particularly project manager and key personnel; subcontractors' specialty expertise. Review of client references.
- Work Plan and Methodology
 - Strategies for completing deliverables (e.g., selecting a MTP service zone) and overall project management
- Approach to Customer Experience (User Experience)
 - Creativity, innovation, application of user experience (UX) and user interface (UI) principles and tactics
- Pricing for Part A and Part B
 - Cost estimates and price reasonableness

CONTRACTOR TEAM RESPONSIBILITIES

The Contractor Team shall coordinate with LA Metro to:

- identify a range of services zones and propose zones for deployment of the service
- identify vehicle type(s) and number of vehicles for the service
- research and select the target market segments to use the service
- identify performance measures for the service
- outline and propose service levels for operations
- identify space requirements and facilities for operations and maintenance
- procure vehicles for the service (leased or owned directly or indirectly by LA Metro)
- conduct quarterly review of service zones and service parameters to ensure successful implementation
- design a financing model promoting shared risk and reward for Metro and partner

The Contractor Team shall be required to:

- develop, deliver, and maintain the technology platform utilized for dispatching and monitoring real-time dynamic vehicle routing
- train LA Metro project staff, operators and partners on the software/technology platform
- offer a mobile payment system
- integrate the regional TAP account as a payment option
- identify and implement strategies to meet or exceed pre-set performance targets, working with LA Metro
- coordinate with, advertise in, or connect to Google maps

PART A

LA Metro and the Contractor Team shall coordinate on the delivery of Part A (service feasibility study) which is divided into 7 tasks. Each task requires a timeline with cost estimates to be developed for each task.

Part A Project Tasks are:

- Task 1: Transportation Analysis & Modeling
- Task 2: Technology Solution Plan
- Task 3: Performance Plan
- Task 4: Cost Structure, Payment & Recovery
- Task 5: Capital Programming
- Task 6: Outreach & Marketing Plans
- Task 7: Reporting & Timeline

The Contractor Team shall be responsible for the following:

TASK 1: TRANSPORTATION ANALYSIS & MODELING

- A. Service Design & Siting Analysis. The Contractor Team together with LA Metro shall identify up to six service zones (“MTP Zones”) with utilization opportunities for short trip types and first/last mile service. MTP Zones should include transit stations and stops as well as places of interest (for example, universities, stadiums, major employers, hospitals, etc.). MTP Zone types could be suburban, urban, university, low-density, high-density areas. Analysis should highlight key corridors and provide justifications for service within each zone. MTP Zones may solve for a specific connection issue.
- B. Mapping. The Contractor Team shall produce GIS maps and make available raw files for the MTP Zones. Layers should include: origin and destination pairs, travel patterns, traffic levels, employment density, residential density, retail and entertainment density, parking availability, shared mobility services, and demographics.
- C. Service Hours. The Contractor Team shall examine transportation patterns at the MTP Zones and propose optimal service hours for services in each zone.
- D. Service Interoperability. The Contractor Team shall examine and plan for opportunities to coordinate with LA Metro’s existing and proposed operations such as LA Metro’s bus restructure study and BRT plan.
- E. Pilot Length: The Contractor Team should propose duration of Part B that would effectively demonstrate the value of the service including a final evaluation period. The length of operations should not exceed 3 years in duration including a final evaluation period.
- F. Customer Typology. The Contractor Team shall develop customer profiles with segmentation of key demographics including, but not limited to: geography, age, gender, income, cargo (luggage, car seat), and limited mobility (mobile aid or device such as wheelchair, service animal), vocation (student), and trip type and mode preferences. This typology will inform the selection of MTP Zones and modeling demand for the service.
- G. Suitability Index: The Contractor Team shall assemble figures to compare the 6 MTP zones to current and past demand-responsive operations and assess the best fit with LA Metro’s project goals.
- H. Estimates and Forecasting. The Contractor Team shall model the demand of the 6 MTP Zones and produce utilization estimates specific to the customer profiles developed in the Customer Typology.
- I. Outreach. The Contractor Team shall conduct direct outreach in each of the MTP Zones and may include focus group(s). Outreach tactics should include a digital and in-person presence and be informed by the agency. Outreach efforts should include tactics to reach residents, riders, community-based organizations, business improvement districts, and local employers in each of the MTP Zones.
- J. Timeline. The Contractor Team shall draft a timeline for this Task and should outline estimated hours and budget to achieve the Task 1 deliverables outlined above.

TASK 2: TECHNOLOGY SOLUTION PLAN

- A. Software Features & Functionality: The Contractor Team shall produce an analysis of key features of a technology platform and recommend a technology platform that supports demand-responsive operations. Features may include, but are not limited to:

- Routing and dispatch of vehicles in the form of a mobile application
 - Remote real time monitoring and analytics for service operations
 - Operator-facing application available for download in the Apple and Android stores
 - Customer-facing application available for download in the Apple and Android stores
 - Dashboard for analysis of service operations available to LA Metro staff and leadership
 - User-friendly and apply user experience and user interface principles
 - Customizations for riders with limited use of smartphone technology
 - Customizations for riders with advanced use of smartphone technology
 - Application Programming Interface (API) enabled to connect with Metro app, TAP system, and Google maps
- B. Software Customizations: The Contractor Team shall identify and recommend software improvements and customizations to ensure successful usage of the technology platform for the pilot.
- C. Software Training: The Contractor Team shall identify and produce training materials required for preparing LA Metro project staff, operators, and partners for service implementation.
- D. Software Communications: The Contractor Team shall recommend and produce communications materials to LA Metro's multi-lingual call center in compliance with Limited English Proficiency regulations to ensure all customers including those without smart phone access or technology, can access information about the service.
- E. Timeline. The Contractor Team shall draft a timeline for this Task and should outline estimated hours and budget to achieve the Task 2 deliverables outlined above.

TASK 3: PERFORMANCE PLAN

- A. Performance Measurement Plan. The Contractor Team shall summarize private industry standards and develop a detailed performance measurement plan, with defined key performance indicators, data collection methodology and benchmarks, to consistently capture all relevant data sources to measure impact of the service.
- B. Utilization. The Contractor Team shall develop a strategy to project usage of the service, establish a baseline for utilization and design a tool to capture and track utilization figures throughout operations of the pilot. Projections for usage will be used to set performance targets for the service.
- C. Performance Targets. The Contractor Team with LA Metro shall evaluate and set performance targets to guide Part B.
- D. Data Collection. The Contractor Team shall provide a real-time data portal where all relevant data sources are housed and the LA Metro Project Manager and LA Metro staff can track pre-determined metrics.
- E. Timeline. Contractor Team shall draft a timeline for this Task and should outline estimated hours and budget to achieve the Task 3 deliverables outlined above.

All external communications about the service shall be subject to LA Metro's input, final review, and approval.

TASK 4: COST STRUCTURE, PAYMENT & RECOVERY PLAN

- A. Fare Analysis. The Contractor Team shall produce an analysis and recommendations on a fare structure which will evaluate and assess opportunities to incorporate LA Metro's rate structure for students, low-income, seniors/Medicare card holders and persons with disabilities (LACTOA) or Access Services while also maintaining financial viability. Proposed fares for this LA Metro MicroTransit service may exceed the Agency's existing public transit fares.
- B. Interoperability. The Contractor Team shall ensure LA Metro riders can pay for the service using a TAP account. The Contractor Team shall work with TAP to establish a strategy to integrate the private technology platform with TAP operations.
- C. Fare Communications. The Contractor Team shall work with LA Metro Communications to integrate fare information into existing agency communications both internal and external. The Contractor Team shall also design and develop new customer-facing communications materials including digital and print resources.
- D. Mobile Payment. The Contractor Team shall design payment to ensure smartphone users will be able to pay for this service by using a mobile application.
- E. Modeling. Contractor Team shall develop a strategy to track cost recovery for the service.
- F. Financing Model: The Contractor Team with LA Metro shall determine a structure for revenue sharing options to promote attainment of performance targets. The structure for revenue sharing will provide a basis for payment in Part B.
- G. Timeline. The Contractor Team shall draft a timeline for this Task and should outline estimated hours and budget to achieve the Task 4 deliverables outlined above.

The cost structure for the LA Metro MicroTransit service will be subject to LA Metro's final review and approval.

TASK 5: CAPITAL PROGRAMMING

LA Metro intends to operate and maintain the vehicles for the service and may select to lease or purchase the vehicles for the service directly or indirectly. This expectation must be considered in the planning and pricing of the service and the pilot must comply with applicable LA Metro related collective bargaining agreements.

- A. Vehicle Procurement. The Contractor Team shall develop analysis on vehicle types, costs, and provide recommendation on vehicles for purchase or lease (not to exceed 30 vehicles). Vehicles should be selected based on use cases being tested as determined by Task 1: Transportation Modeling and Analysis. Recommendations must be fully ADA compliant for public transit use. Identification of potential vehicles shall include engagement with LA Metro Operations and Vehicle Acquisition.
- B. Vehicle Facilities. The Contractor Team shall identify available facilities to-house and perform routine maintenance on the vehicles. Analysis should include, but not be limited to: LA Metro owned, leased or to-be owned or leased properties.
- C. Vehicle Branding and Graphics: The Contractor Team shall develop a brand and logo that builds upon, integrates with, LA Metro's existing Brand. The Contractor Team shall coordinate with Metro's Creative Services to ensure consistency and price with LA Metro and TAP branded products and services for vehicles and payment tools used for the new service.

- D. Transit Station/Stop Integration: The Contractor Team shall identify and assess potential physical improvements required to deploy vehicles in the MTP Zones. Recommendations should include a method for prioritizing curb space including drop-off and loading zones.
- E. Wayfinding and Signage. The Contractor Team shall develop a proposal for communicating the service including maps, decals, and related elements. The proposal should be informed by LA Metro departments and potentially, local cities and departments of transportation.
- F. Risk Management. The Contractor Team shall produce cost estimates for insurance for the service using the proposed vehicles with guidance from LA Metro's Risk Management Department. The Contractor Team shall work closely with LA Metro's Risk Management Department throughout Part A.
- G. Timeline. The Contractor Team shall draft a timeline for this Task should outline estimated hours and budget to achieve the Task 5 deliverables outlined above.

TASK 6: OUTREACH & MARKETING PLAN

- A. Outreach. The Contractor Team shall define outreach tactics and plan for implementation required for successful launch of the service in two MTP zones. Plan should include ongoing engagement with existing and new customers throughout the pilot period.
- B. Branding and Graphics. The Contractor Team shall develop a brand and logo suitable for multilingual users and campaigns that builds upon, and integrates with, LA Metro's existing brand, subject to Metro's design standards and approval.
- C. Marketing. The Contractor Team shall design a strategic marketing plan with tactical implementation strategies. The Contractor Team shall coordinate with LA Metro Communications and Marketing on developing the cost estimates (for example, ad buy, street teams, billboards) as well as a sponsorship plan
- D. Timeline. The Contractor Team shall draft a timeline for this Task and should outline estimated hours and budget to achieve the Task 6 deliverables outlined above.

All external communications about the LA Metro MicroTransit service shall be subject to LA Metro's input, final review, and approval.

TASK 7: PROJECT MANAGEMENT

- A. Communications. Contractor Team shall assign a project manager to coordinate with the LA Metro Project Manager and act as the point person for the Contractor Team in all communications with LA Metro.
- B. Weekly Meetings. The Contractor Team's project manager shall coordinate and participate in weekly meetings with LA Metro's Project Manager.
- C. Reports. The Contractor Team shall produce two reports (one interim and one final) in Part A. The final report should be no more than 75 pages including appendices with all relevant findings and completed at the conclusion of Part A. Coordination. Contractor Team shall work with LA Metro Project Manager to ensure effective and efficient coordination with key departments listed within the Statement of Work.
- D. Presentations. The Contractor Team shall assemble a PowerPoint with recommendations from the final report in coordination with the LA Metro Project Manager at the conclusion of Part A.

- E. Briefings. The Contractor Team shall co-present with the LA Metro Project Manager at in-person briefing(s) to key stakeholders (internal and external, if appropriate) at the mid-point of Part A and when Part A is completed.
- F. Master Timeline. The Contractor Team shall combine all task specific timelines (Tasks 1-6) to produce a master timeline. The master timeline will need to be agile and flexible as project design and operations may be adjusted to ensure successful implementation.

All external communications about the LA Metro MicroTransit service shall be subject to LA Metro's input, final review, and approval.

PART B

Initial tasks for Part B are outlined below and will be refined and finalized based upon deliverables from Part A. The primary tasks for Part B will be to deliver the software/technology platform, procure the vehicles and establish service adjustment to increase performance, evaluate the implementation of the service, and report project updates and outcomes.

Part B Project Tasks are:

- TASK 1: SOFTWARE/TECHNOLOGY PLATFORM
- TASK 2: IMPLEMENTATION
- TASK 3: PROJECT MANAGEMENT

TASK 1: SOFTWARE/TECHNOLOGY PLATFORM

- A. Software Development & Licensing. The Contractor Team shall deliver and license to LA Metro a software/technology platform that supports demand-responsive routing and dispatch of vehicles.
- B. Software Platform: The Contractor Team shall provide a technology platform which is available in the form of an application for riders and operators alike. The application should be available for download with public-facing version accessible in the Apple and Android stores, and to the extent the application is a customization of the underlying software/technology platform, it shall be owned by LA Metro. The application will also be designed and built in a manner that allows the application to run on any software platform from any third party, and on any future LA Metro software platform that may be built directly by LA Metro.
- C. Software Design. The Contractor Team shall provide a technology platform which is user-friendly and applies user experience and user interface principles to ensure a high quality experience for riders with both limited and advanced use of smartphone technology.
- D. Software Customization: The Contractor Team shall customize software to meet the project design elements identified in Part A. Such software customizations, including for customized payments and electronic processing of the MicroTransit system and service, shall be owned by LA Metro.
- E. Software Maintenance. The Contractor Team shall be solely responsible for maintaining, managing, updating, and upgrading the platform. The technology platform must consist of a user interface, operator interface, and dashboard for analysis and administrative oversight to Metro staff.

- F. Software Functionality. The Contractor Team shall ensure the real-time analytics dashboard for administrative oversight is available for tracking, monitoring, reporting, operations, and will be available 24 hours a day with access to LA Metro Operations and LA Metro Project Manager.
- G. Software API and Web Service. The Contractor Team shall provide an access to data and functionality through a text-based Application Programming Interface (API) that may be readily consumed by LA Metro and external developers.
- H. Software/Technology Training: The Contractor Team shall provide training for LA Metro staff and partners as needed.
- I. Customer Relations: The Contractor Team shall provide communications materials to Metro's multi-lingual call center in compliance with Limited English Proficiency regulations to ensure all customers including those without smart phone access or technology are aware of the service.

TASK 2: IMPLEMENTATION

- A. Marketing and Outreach Campaigns. The Contractor Team under direction of LA Metro shall assist with implementation of strategic marketing and outreach plan and if agreed upon, Contractor Team shall secure sponsorships for the service with review and final sign-off from LA Metro.
- B. Vehicle Procurement: The Contractor Team may secure vehicles and related insurance for the pilot. LA Metro will be responsible for costs, management, and contracts for operations and maintenance.
- C. Service Zone and Parameter Adjustments: The Contractor Team shall advise LA Metro on adjustments to increase utilization which may include adjusting the service zones and parameters (but not performance metrics) up to 4 times annually.
- D. Data Collection. The Contractor Team shall be responsible for tracking data such as origin, destination, time of day, route, age, gender, race/ethnicity, and the income level/household size in the data portal established in Part A.

TASK 3: PROJECT MANAGEMENT

- A. Coordination. The Contractor Team shall work with LA Metro Project Manager to ensure effective and efficient coordination with LA Metro departments. s
- B. Service Evaluation & Analysis. The Contractor Team shall produce an analysis and evaluation of the service. The analysis will be ongoing throughout Part B.
- C. Reports. The Contractor Team with LA Metro Project Manager shall produce two reports (one interim and one final) in Part B. The final report should be no more than 50 pages including appendices with all relevant findings and completed at the conclusion of Part A.