

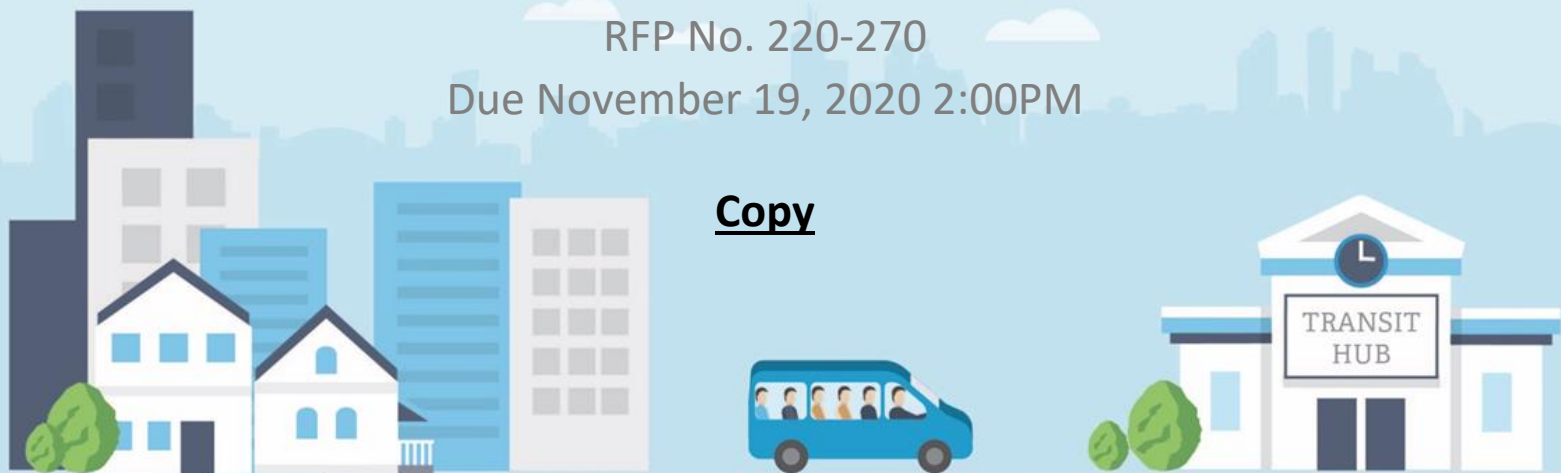


## Request for Proposals for Microtransit Solution

RFP No. 220-270

Due November 19, 2020 2:00PM

Copy



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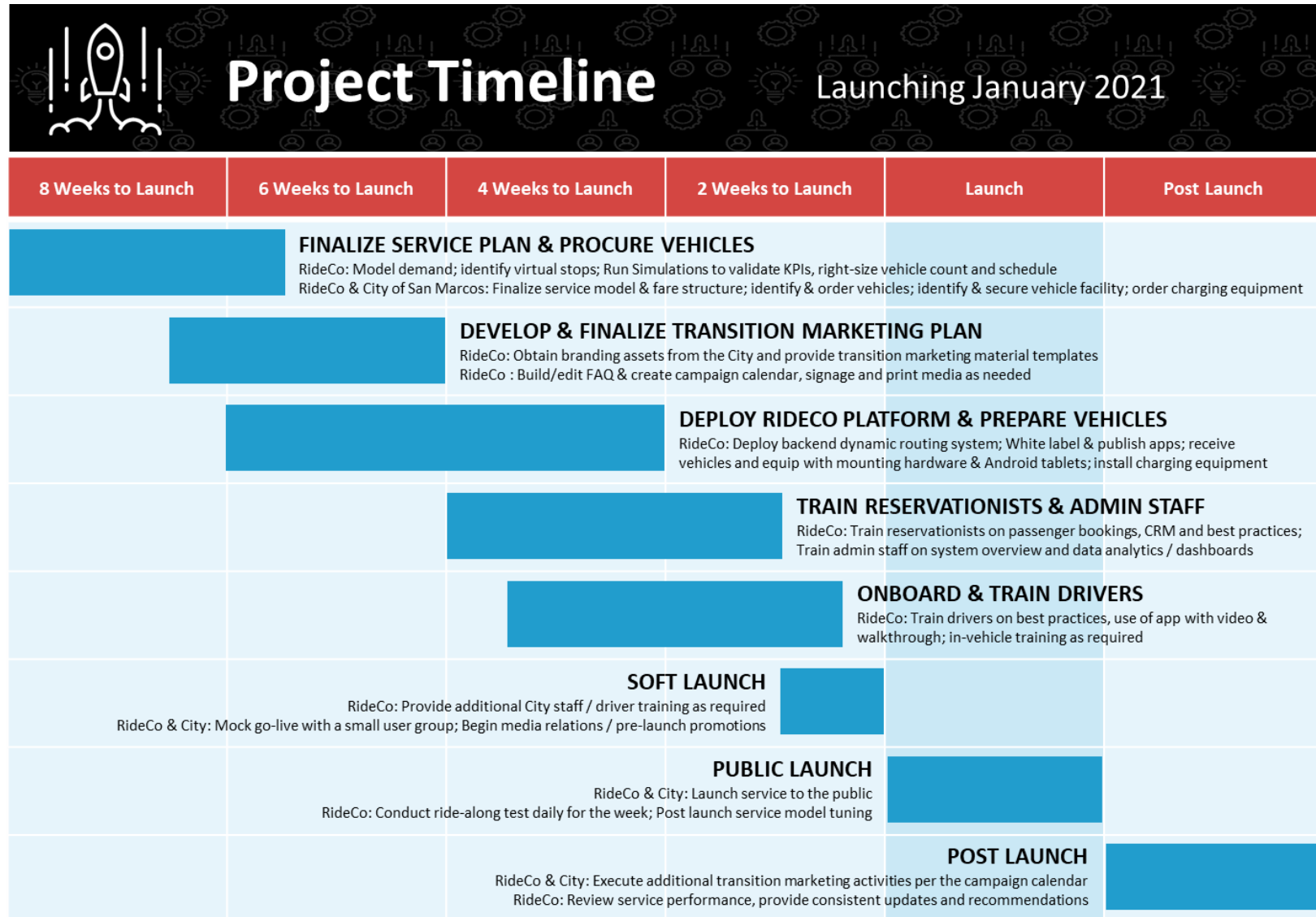
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## 1. Our Proposed Project Schedule and Approach

### 1.1 Project Schedule for Implementation



## 1.2 Our Proposed Services and Software Customizations

RideCo is offering the City a last mile, microtransit solution to downtown employees, citizens and visitors to San Marcos, Texas. **Based on our assessment of the service zone provided in Addendum 1, we are confident that our software can serve up to 160 passengers using just two 5-passenger electric vans per 12-hour service day.** A last-mile RideCo service in San Marcos will be able to achieve 4 to 7 passenger boardings per vehicle hour (PVH). One vehicle will be capable of accommodating ADA accessible requests. If demand supports it, RideCo will work with the City to create an efficient service model and leverage our relationship with our subcontractor Circuit to add two additional electric vans, as requested in the RFP. When vehicles are not in service, they will be provided covered parking with 110VAC and 30-amp dedicated breakers per vehicle throughout the pilot period. This location will be secured after award. Vehicle operators will be paid \$15 per hour and will provide a consistent marketing and educational message as desired by the City of San Marcos. Our pricing includes the installation and wrap of front and back City branding, including standard vinyl with design and imagery to be provided by the City. We acknowledge that marketing rights will be retained by the City and up to the City's discretion, including potential advertising.

Passengers will use the mobile app, the web app, or the City of San Marcos call center to **book on-demand trips, schedule a ride in the future, or book a multi-day subscription.** Our customer-facing applications are available in English and Spanish. Passengers can also hail rides on the street by waiting for rides at designated stops in the service zone. **Passengers will only be able to book rides that are scheduled during the scheduled service hours and we can adapt the schedule with a one (1) week advance notification to accommodate key community events.** The app (or call center reservationist) will provide a ride booking confirmation that includes a nearby safe pickup location (virtual stop) within the configured walking radius (e.g. 250 feet) and a safe drop-off location that is within the configured walking radius of the passenger's destination. Bookings will include a description of the virtual stop as well as walking directions on Google Maps. Passengers who require ADA accessible service will be whitelisted for door-to-door service. A detailed walkthrough of our Passenger Mobile Application is in Appendix B.

RideCo's dynamic routing algorithm combines trips in real-time, so vehicle itineraries are constantly reviewed and updated. **Our software optimizes every few seconds and makes every attempt to book shared rides that maximize efficiency.** When going to book a trip, a passenger will be provided an option of pickup times that line up with other trips already booked in the system, and an itinerary is then automatically created by our software. **Each trip option has a fixed pickup window and an associated guaranteed "arrive before" time.** These are not estimates, but rather the actual promised times before which passengers will be picked up and dropped off (thus allowing passengers on all RideCo-powered services to travel with confidence in the reliability of their local on-demand service). **We will tune the platform so that trip times will be honored within 30 minutes of the requested pickup time.**

RideCo's software dynamically adds passengers to a route in progress to optimize for shared rides but does this while making sure that no passengers currently in-transit are dropped off late to their destinations. Passengers book rides in real time and our algorithm optimizes for scheduling changes every few seconds. **The use of virtual stops allows customer aggregation at pick up and drop off points, which further increases the efficiency of the service.** The algorithm shuffles vehicle itineraries and alters routes in real time as required to ensure there are no late drop offs, that vehicles are optimally utilized, and that passengers from various origins are grouped together in vehicles seamlessly. **Our platform optimizes for adaptable and customizable routes with route verification.** RideCo can serve more passengers per vehicle revenue hour than any other competitor in the industry.

Before booking a trip with the service, passengers will need to create an account. To sign up for general microtransit service, all that is required is a phone number and an email (unless the City of San Marcos requires additional information). Users requiring ADA accessible service will need to be whitelisted by City staff on our dashboards – a routine function of our platform. ADA and non-ADA users seamlessly use the same passenger-facing applications of our software to receive the same industry-leading service. Additional information on each passenger such as notes about a particular passenger or their specific requirements can be stored in our database to assist call center reservationists in booking trips on behalf of riders.

If requested by the City, passengers who do not have smartphones or who do not wish to book through the web app can phone in to the City call center where a reservationist will book trips on their behalf. For general microtransit passengers, walking directions and a description of the closest virtual stop will be provided by the reservationist.

Customers can see the real-time location of their vehicle when it is on its way to the pickup location and can see the route to be taken on an in-app onscreen map. Our platform automates all dispatching and passenger/operator communications – eliminating the need for traditional dispatch roles and significantly reducing staffing requirements. **Passengers are notified in-app and via SMS notifications when their operator is on the way to their pickup location.** Our app provides real-time continuously updated ETA of pickup and drop-off times and vehicle locations.

### 1.3 Our Virus Mitigation Efforts

RideCo will coordinate with the City of San Marcos on virus mitigation efforts throughout the duration of the pandemic. All vehicles will be equipped with personal protective equipment (PPE) including masks and CDC recommended cleaning supplies, like disinfectant cleaner and hand sanitizer. Vehicle operators will be trained on proper cleaning procedures, including sanitation of all touch points inside and outside of the vehicles every hour. All operators and passengers will be required to wear proper masks in the vehicles. Signage that explains a detailed cleaning schedule and recommendations for safe ridership will be displayed in the vehicles in view of passengers.

### 1.4 Our System and Storage Requirements

The RideCo platform is a cloud-based service hosted on Amazon Web Services (AWS) and requires no installation or storage requirements. All that is required to operate the system is: a networked android device/tablet in each vehicle for our Operator app; computers capable of running modern web browsers such as Chrome, Firefox, or Safari for our dashboards and browser app; and if desired by passengers, a networked iPhone or Android smartphone for our Passenger App.

## 1.5 Our Support Options

### Customer Service

**Support for passengers** will be provided to customers in the following ways:

- Passengers can be given the ability to **call their operator (if enabled/applicable) from the mobile app** when their pickup is imminent. Phone numbers are masked when calling, to ensure rider and operator privacy. After several weeks of live operation and as passenger volumes increase, this 'call the operator' feature can be disabled to minimize distractions for the operator (if desired by the City).
- The **marketing/communications materials (e.g. brochures) and the app can include a telephone support number** that riders can call during service hours, if applicable.
- Riders will have access to a **FAQs** section in the app which is regularly updated by RideCo.
- Riders can send messages via the app, which can be configured to automatically create a support ticket request in a support portal (such as Zendesk).

Upon drop-off, riders are prompted to rate their ride and leave a comment. These comments are reviewed regularly by our staff and actions are promptly taken as required.

### Client Support

RideCo staff will provide technical support for all aspects of the back-end platform, such as:

- Configuration changes in the system, including updates to service territory, virtual stop locations, pricing, referral, and coupon codes, etc.
- Support for using and interpreting the dashboards and capabilities of the system
- Data analytics services to provide weekly or monthly reports
- Education and training for new features deployed with software updates

**RideCo has a 99.9%+ platform uptime record and our technical team offers 24/7 support for critical platform issues.** Our Project Manager will be available by phone, email, and over a dedicated Slack channel; they will immediately rectify any issue until the system is fully functional. Our system is configured to immediately notify our engineers of any issues such as downtime, and issues are usually resolved before passengers are affected.

For business support (e.g. interpretation or configuration of dashboards), support is provided within one business day. Bug fixes also occur silently in the background without attracting attention. **We will provide the City prior notice of all bug fixes and system/software maintenance** and our developers will be available to answer any questions from City staff.



The RideCo multi-tenant cloud platform is continuously updated monthly at no additional cost during the period of the contract so that our customers always have the latest version of the software. **Updates, new features, and bug fixes to the software are provided free of charge throughout the life of the contract and will be enabled/enacted with zero downtime in service.**

RideCo tracks service metrics daily and works constantly to optimize the performance of all our services. For this service, we will work closely with the City of San Marcos to understand the definition of success and will work to ensure the service exceeds all target metrics. RideCo also sets internal goals which overlap with and often surpass those set by our transit agency partners, and we continue to iterate upon services constantly to improve them. Our dedicated team will never be satisfied until we have exceeded the City's expectations.

### Training

**RideCo has a comprehensive formal training and retraining program that will be implemented during the pre-launch phase and maintained throughout the duration of the service.** All operators, dispatchers, customer service personnel, supervisors and managers will participate in the program; training is targeted to specific roles. Appendix F describes our comprehensive training and retraining program that will be unique to the City of San Marcos. Training includes effective virus mitigation practices.

## 1.6 Our Dedicated Customer Service Representative

**Our project manager Rebecca Kundrik will manage every component of this turnkey project for RideCo and liaise with the City of San Marcos throughout the implementation and launch phases.** She will lead all major project components including establishing project goals, finalizing the service model, customizing and deploying the RideCo platform, overseeing vehicle procurement and ensuring they are ready for service, and advising the county on marketing the new service. Rebecca will work with RideCo's trainers to execute our comprehensive training program and will ensure that agency personnel and operators are ready for service operations. Rebecca will be supported by our Sales and Business Development Team, Technical Product Manager, Client Success Team, Service Model and Design Team, and our subcontractor throughout the pre-launch phases. The City can have every confidence in Rebecca; **100% of her projects have launched on time or ahead of schedule.**

**Under Rebecca's leadership, RideCo will have full control over every aspect of the City's microtransit solution including vehicle operations, day-to-day monitoring of the service, software configuration, customer service, technical assistance, and tracking of the project's Key Performance Indicators (KPIs).** Once launched, Rebecca will uphold customer service standards, monitor vehicle operations and regular maintenance (including the health and safety response plan), solve technical challenges, and regularly liaise with the agency. She will configure the RideCo software to overcome any challenges encountered during initial operations with the support of our teams and she will have full authority to swiftly enact all necessary changes across the vehicle operations and software platform. Rebecca will ensure that this service exceeds the project KPIs agreed upon between RideCo and the City. Rebecca has had resounding success on

every single one of her services; **all her projects have exceeded their KPIs in less than 8 weeks.** Rebecca's resume can be found in Appendix G.



## 2. Our Platform's Dashboards and Reporting Interface

### 2.1 Our Dashboard Interface

RideCo offers powerful **real-time and historical** dashboards (our API) for transit agencies. While dispatching is fully automated in our platform, our dispatchers will have the ability to monitor the service from macro and micro levels. In addition to our service delivery team, City administrative personnel can also remotely login using a secure browser to **view real-time data on riders, vehicles, operators, and service performance/KPIs**. In addition, system administrators can view historical data for any day in the past or export the raw operational data for offline analysis. Different user-level permissions or access rights can be assigned to different personnel based on seniority and role. Detailed screenshots of our dashboards are included in Appendix E.

**RideCo's cloud-based software fully automates scheduling, dispatching, and routing;** it optimizes constantly for pooling efficiencies without making any in-transit passengers late to their respective destinations. It optimizes same day trip orders with advance trip orders and automatically updates vehicle itineraries in real-time. The City will have access to our entire software solution, including any new features developed for our other services throughout the duration of the pilot.

Our dashboards allow for easy management of every aspect of the service. The software continuously improves schedules based on real time operating factors such as cancellations, no-shows, vehicle positions, operator performance, actual weather, and real-time traffic. The RideCo platform constantly updates, shuffles, and optimizes vehicle itineraries to create the most efficient trips. The system automatically updates simultaneously in both the Operator App and the Passenger App in real-time. Our web-based dashboards display all vehicle trips in real-time and up to the previous 5 years, and shows users any late pickups or drop-offs, as well as if/when a operator breaks from the software's recommended route (as this decreases service productivity). RideCo's proven software is fully automated and functions without any human intervention.

City personnel will have access to RideCo's powerful dashboards. The dashboards grant access to vehicle itineraries based on run number, vehicle number, and client name in the Itinerary Tracker and Ride Tracker dashboards. The system displays the run number, the number of passengers on the run, the scheduled arrival time, the estimated time of arrival, and much more.

The RideCo platform automatically assigns vehicles to scheduled runs and considers the mobility needs of customers they are serving. RideCo software is ADA compliant and ensures that riders who require wheelchair service receive it. The RideCo dashboards allows dispatchers and other agency staff to remove vehicles from service due to mechanical failure, lift failure, or another significant event during the operator's pre-trip inspection. Because the RideCo platform optimizes every few seconds, schedules and routes will be automatically adjusted to ensure that every rider with a scheduled ride is delivered to their destination on time.

As seen in the screenshots in Appendix E, the RideCo API allows system administrators to **view a display screen with a live map to monitor rides in real-time**. Additionally, county administrators can view the historical location of any service vehicle for any given period (archived for 5 years).

## 2.2 Reporting

The City of San Marcos will have full access to, and ownership of, all data associated with the proposed microtransit solution, including trips requested and performed. Besides through the RideCo web-based graphical/dashboard suite, the City will be able to access service performance metrics through both raw data exports and daily/weekly/monthly KPI reports. These KPI reports can be manually generated on-demand in the dashboards or automatically generated daily/weekly/monthly and emailed to relevant personnel. Our Project Manager will ensure City staff are properly trained on using the dashboard's reporting functions and that automatically generated reports are scheduled as requested. **Analytical reporting is available online in real-time which shows the efficiency of routes; these reports can be used to confirm an optimal return on investment.** A sample daily KPI report has been included at the end of this section.

### 2.2.1 Raw Data Exports

City staff can export **raw data** (rides, vehicles, times, locations etc.) **in .csv format** from the RideCo platform for further analysis. The raw trip request data (origin/destination/ time points) is also available for export and can be used for future transportation planning. The output options are flexible and can meet all government reporting requirements, including NTD reporting requirements: **origin and destination information** (routes), **vehicles operated in maximum service** (VOMS), **unlinked passenger trips** (UPT/boardings), **revenue vehicle hours** (RVH), **total vehicle hours** (TVH), **revenue vehicle miles** (RVM), **vehicles miles travelled (in total, by vehicle etc.)**, **passenger miles traveled** (PMT), **total passenger counts**, and **total vehicle miles** (TVM). Because our KPI reports are easily customizable, any future requirements added by the NTD can easily be accommodated in our data exports and in our KPI reports.

The following marketing related metrics can also be exported from our system:

- Number of passenger driven referrals (through the app)
- Referral channel that brought in a passenger
- Passengers segmented by cohort

### 2.2.2 Daily, Weekly, and Monthly Performance Reports

RideCo offers **thirteen standardized reports that are provided in Excel format**; RideCo's Client Success Team can also create new report templates upon request. Example reports include daily/weekly/monthly ridership and revenues, ridership by time of day, booking times (how far in advance passengers schedule), on-time pickup and drop-off performance by operators, operator performance statistics, and customer ride ratings.

Examples of data from summary reports include:

- Demand summary data (origin/destination, time of use, boardings per revenue hour, total ridership)
- Trip data (travel times, routes trip denial rate, booking abandonment rates, on-time percentage)
- Revenue summary data (total revenue, revenue broken down by types of riders)

Full access to all required service data will be provided to the City of San Marcos, however RideCo's project team will still provide customer service support to troubleshoot issues related to ride history, account information, and ride credit disputes.

The City will have access to all service data, including (but not limited to):

- The status of completed rides
- How many rides are serviced (by hour and in aggregate)
- How long riders are on vehicles (per each trip and on average)
- Fare payment data
- Financial Reconciliation reporting by rider and by vehicle

Ride data, provided at the trip level, will include data associated with requested locations of pick-ups and drop-offs, the actual locations of pick-ups and drop-offs, the price of each trip (including any discounts applied), and fare payment data (e.g. fare type, payment type).

Operator data, provided at the individual vehicle operator level, includes start and end times of shifts

(including breaks), miles traveled (by start of day and terminal), and total miles.

DAILY KPI																
Date	Total Passengers Completed	User Conversion Rate	Shared Rides %	Average Passengers per Shared Ride	Average Ride Rating	Direct Trip Minutes	Actual Trip Minutes	Average Search Delay (Minutes)	Waiting Time in Window	Total Journey Minutes	% of Late Pickups (5 mins)	% of Late Dropoffs (5mins)	Avg Pickup Lateness	Avg Dropoff Lateness	Origin to Hub Distance (ft)	Passengers per Vehicle Hour
Week of 2020-02-23 to 2020-02-29	2729	92%	70%	2.69	4.7	6.8	11.7	12.1	5.8	29.6	7%	1%	4.7	4.7	276	5.1
2020-02-27	572	94%	75%	2.51	4.7	6.9	11.7	11.5	5.1	28.3	4%	2%	4.0	6.0	275	4.9
2020-02-26	593	93%	71%	2.69	4.6	6.8	12.2	12.6	6.7	31.5	11%	2%	5.7	4.8	294	5.2
2020-02-25	632	93%	74%	2.65	4.6	6.8	11.8	11.4	5.3	28.6	5%	1%	3.8	2.9	267	5.6
2020-02-24	605	92%	70%	2.63	4.8	6.9	11.7	10.8	5.7	28.2	6%	2%	5.1	5.9	280	5.1
2020-02-23	327	88%	62%	2.43	4.7	6.3	10.8	14.0	6.7	31.4	12%	1%	4.5	3.6	254	4.3
Week of 2020-02-16 to 2020-02-22	3709	91%	70%	2.77	4.8	6.9	11.5	12.4	5.5	29.4	6%	1%	4.2	3.5	267	5.0
2020-02-22	357	88%	65%	2.35	4.8	6.6	10.5	13.7	5.1	29.3	4%	0%	3.7	4.4	269	4.6
2020-02-21	623	93%	74%	2.77	4.8	7.2	12.2	13.6	5.7	31.4	8%	1%	4.7	3.6	266	5.5
2020-02-20	573	94%	74%	2.55	4.8	6.9	11.7	11.2	5.4	28.3	6%	1%	4.2	2.6	265	4.8
2020-02-19	635	92%	73%	2.6	4.8	6.9	12.0	12.8	5.7	30.6	7%	1%	4.6	3.5	286	5.3
2020-02-18	662	94%	71%	2.64	4.7	6.6	11.4	11.4	5.8	28.6	5%	1%	3.7	3.7	269	5.5
2020-02-17	526	95%	70%	2.42	4.7	7.1	11.1	9.2	4.7	25.0	2%	0%	3.0	2.4	248	4.4
2020-02-16	333	83%	62%	2.38	4.6	6.6	10.7	14.6	6.0	31.2	8%	1%	5.2	4.2	259	5.0
Week of 2020-02-09 to 2020-02-15	3698	91%	68%	2.61	4.7	6.8	11.5	12.8	5.9	30.2	7%	2%	5.0	4.8	274	5.0
2020-02-15	357	82%	65%	2.54	4.5	6.9	11.5	16.6	6.8	34.9	11%	4%	6.7	5.2	271	4.7
2020-02-14	625	92%	73%	2.54	4.7	7.1	12.9	14.9	6.6	34.4	8%	3%	5.4	4.9	275	5.3
2020-02-13	660	90%	73%	2.51	4.7	6.8	11.5	12.3	6.2	30.1	8%	1%	5.2	3.5	280	5.6
2020-02-12	589	94%	68%	2.43	4.7	6.7	10.9	10.6	5.0	26.6	3%	0%	3.0	3.1	269	4.8
2020-02-11	586	96%	66%	2.61	4.8	6.8	11.0	10.3	4.6	25.8	3%	1%	3.4	3.6	279	4.9
2020-02-10	577	95%	68%	2.5	4.7	6.6	11.3	9.5	5.3	26.0	5%	1%	4.3	4.8	280	4.8
2020-02-09	304	85%	62%	2.33	4.8	6.5	11.2	15.5	7.3	34.0	14%	6%	6.6	6.6	257	4.6
Week of 2020-02-02 to 2020-02-08	3841	89%	71%	2.72	4.8	6.9	11.8	13.2	6.2	31.2	8%	2%	4.9	5.1	275	5.1
2020-02-08	372	84%	68%	2.47	4.6	6.8	11.4	15.9	7.1	34.4	11%	3%	5.0	4.6	266	5.0
2020-02-07	601	93%	75%	2.56	4.7	7.2	12.5	12.3	5.8	30.5	7%	2%	5.2	5.8	278	5.0
2020-02-06	619	91%	70%	2.54	4.8	6.9	12.1	13.3	6.2	31.6	8%	1%	4.3	3.7	280	5.0
2020-02-05	628	94%	72%	2.46	4.8	6.8	11.3	12.2	5.4	28.9	5%	0%	4.1	2.7	284	5.0

