

REQUEST FOR PROPOSALS



Web-based Commute Management System

Requested by

MARC

Mid-America Regional Council

January 9, 2023 (Posted)
January 24, 2023 (Amended)

REQUEST FOR PROPOSAL
RideshareKC Program
Web- and Mobile-based Commute Management System

The Mid-America Regional Council (MARC) invites interested parties to submit a proposal describing their web- and mobile-based commute management application for MARC's Rideshare Program. (see Scope of Services)

MARC Point of Contact

All inquiries relating to this RFP should be directed to the individual shown below. For telephone inquiries, call (816) 701-8255. E-mail inquiries may be directed to kclawson@marc.org.

Karen Clawson
Principal Planner
Air Quality /RideshareKC Program Manager
Mid-America Regional Council
600 Broadway Suite 200
Kansas City, MO 64105

Background

The Mid-America Regional Council (MARC) serves as the association of city and county governments and the metropolitan planning organization for the bistate Kansas City region. The MARC region consists of the following counties: Jackson, Clay, Platte, Ray and Cass in Missouri; Johnson, Wyandotte, Leavenworth and Miami in Kansas. MARC's Board of Directors includes 33 locally elected leaders representing these nine counties and 119 cities in the bistate Kansas City region.

MARC's RideshareKC Program is a free, publicly-funded program whose mission is to increase mobility, reduce traffic congestion and improve air quality by providing information on and promoting commuter transportation services. RideshareKC provides carpool trip matching and Guaranteed Ride Home trips as well as information on major road, bridge and street construction projects. The program assists commuters who live within the MARC region and beyond. Promoting transportation alternatives to area employers is a significant part of RideshareKC's outreach activities.

MARC will initiate a one-year hosting, support, upgrades and maintenance contract with two possible (1) one- year options to renew upon mutual agreement with the selected proposer.

Scope of services

RideshareKC seeks to offer a trip planning web- and mobile app-based management service. Raising the program's visibility and allowing users to access and participate in building a comprehensive pool of commuters seeking alternatives to driving alone. The application must be user-friendly for both commuters and administrators, include a publicly available trip planning map that shows multimodal trip options in the region. Each trip matching search will generate a list of prospective commute partners including an accompanying map showing each match's approximate starting location.

The trip planning management service must include the following features:

- **Platform characteristics:**
 1. A dedicated URL
 2. Modern website that is ADA compliant (WCAG 2.1 level AA or higher) with mobile-friendly functionality that is design responsive.
 3. Website must be hosted domestically with a reputable third-party.
 4. Native mobile apps available for iOS and Android operating systems.
 5. Mobile apps should be separate entities from the website.
 6. Application Program Interface (API) that allows integration with third party regional multi-modal transportation aggregator applications
 7. Website usage and user analytics accessible to administrators, ability to integrate with Google Analytics and Google Tag Manager

8. Ability to download system usage/community data and reports in a format compatible with appropriate Microsoft Office applications
 9. Email and text messaging capabilities to send targeted communications to users
 10. Modules must include:
 - An employer module that provides in-house trip matching and report generation
 - A commute challenge module (RideshareKC hosts two per year)
 - Event-based single trip matching
 - Rewards and incentives module
 - Vanpool matching that includes cluster mapping and an ability to use services such as Commute with Enterprise
 - Publicly accessible trip planning map that has the ability to overlay park and ride lots, EV charging, bike share hubs, etc.
 - Guaranteed Ride Home registration and management with the ability to manage registration, track usage and manage an auto-renewal process
- **Administrative Features:**
 1. Website and App CMS
 - Fully customizable design structure with fonts and colors that reflect the brand
 - Multiple user roles
 - WYSIWG or other user-friendly HTML editor that allows users to easily add graphics and update content while maintaining brand styles
 - Flexible templates with-user friendly functionality for content sections
 - Content staging
 2. Database maintenance
 - Automated notifications to renew accounts (timeframe set by administrators)
 - Automated deletion of inactive accounts with archiving of contacts (timeframe set by administrators)
 - Database of registered commuters accessible by designated administrators, either hosted off-site or cloud based
 3. Direct customer service
 - Capability for administrators to delete fake registrations
 - Capability for administrators to complete a search on the user's behalf and send a printed copy of the results
 4. Regionwide reporting capabilities by specified timeframes and/or employer.

Minimum reports:

 - Environmental impacts (NO_x, VOC, CO and CO₂)
 - Reductions in vehicle miles traveled

- Overall cost savings generated by system users
 - Number of new registrations and deleted accounts
 - Number of successful match reports
 - Names of registrants deleted from the database during a specific time frame
 - Health-based metrics, like calories burned
5. Cybersecurity
 - Cybersecurity insurance
 - Multi-factor authentication
 - Dedicated mail server or dedicated IP addresses on a public email provider system
 6. Downloadable internal program research analytics
 - Names, addresses, phone numbers and e-mail addresses of users
 - Origin/destination points, work schedule, registration date and preferences of users
 7. App integration capabilities (FitBit, MapMyRide, Strava, etc.)
 8. Vendor Services:
 1. Existing data migration assistance, if applicable.
 - Will collaborate with current provider, if applicable.
 2. Technical training and implementation of best practices to internal staff
 3. Ongoing and timely technical support via telephone and the web

The selected service provider should use commercially reasonable efforts to ensure that the service, apps and website are available 24 hours per day, seven days per week, excluding any scheduled downtime. The vendor should provide seven days advance notice of scheduled downtime. The vendor should enable uptime notifications and provide customer service support to resolve unexpected outages in a timely manner.

4. System user features:

- Access considerations
- Password-protected account for individual commuters
 - Anonymity and security of commuters who appear in search results
 - Limit shared information to: first names, commute preferences, approximate locations, hours, employee or student designations, and comments (as desired)
 - Language choice options
 - ADA compliant
 - Format and design standards that accommodate persons who use assistive technologies on their computers to access and use services
- Profile interface
- Option for commuters to deactivate and/or reactivate their account
- Account set ups must require the following information:

- First and last name
- Address
- Phone number
- Email address
- Work/school name and location
- Indication of whether they are an employee or student
- Preferred schedule (Work/school days and hours)
- Accounts must provide the ability to select or change preferences for partner matches which include:
 - Smoking/non-smoking/no preference
 - Male/female/Non-binary/no preference
 - Driver/non-driver/no preference
 - Number of people they prefer to commute with
- Options should be available by the account holder to:
 - Type an open-ended brief comment that will appear with their user profile on commute partner lists to explain special needs or considerations
 - Send an email message to a match using a default or a customized message
 - Receive an automated e-mail notification when they appear on someone's match list
- Access to a historical ride matching activity report for the account that also includes a summary of associated environmental impact reductions, cost savings and reduced vehicle miles traveled over a user specified time frame
- Trip matching interface
- Ability to assess the potential for multimodal transportation options, including public transit, ridesharing, vanpooling and bicycling,
- Search features that incorporate origin and destination points (geocoded onto maps), work/school schedule and personal preferences
- Option for commuters to search for commute partners among employees of their company or among the general user pool
- Flexibility to determine the radius (in miles) to search for matches and to search along a customized route for matches

Proposal submittal requirements

Proposals in response to this request must be received by **5:00 p.m. CDT on February 7, 2023**. One electronic copy in PDF format of the proposal should be sent via email to Karen Clawson at kclawson@marc.org. It is the responsibility of the submitter to ensure successful receipt of the submission.

The proposal should include the following items:

1. Introductory statement and qualifications – A statement (1 page maximum, 12 pt. font Times New Roman or Calibri, single space) briefly describing the proposer’s solution (including general capability to provide the platform features, administrative functions, and vendor services as specified in Scope of Services) and a statement of qualifications (1 page maximum) about the proposer’s area(s) of expertise, **experience with transportation-centered work**, length of time in business, number of employees and offices, and the number of staff assigned to the commute management software application.
2. [Features Checklist](#) – Download and complete the [features checklist](#). Include with your completed proposal as an .xls file.
3. Project Timeline – Description of work tasks for developing a commute management application for the Kansas City region, including data migration description and timeline (2 pages maximum).
4. Schedule and staff commitment – A detailed schedule for the development and implementation of the software system (1 page maximum).
5. Previous 12 months uptime performance for hosted solutions similar to the scope of this project (account-based, user-driven), together with a detailed narrative about the hosting company’s disaster recovery capabilities (i.e., information about the data center, backup procedures, redundancy, and system failure recovery plan) (2 pages maximum).
6. A cost proposal outlining the following costs:
 1. First-year:
 - i. Software purchase, licensing, customization, map fees, data transfer, developmental technical support, if applicable.
 - ii. Annual hosting fees, routine technical support, maintenance, and upgrade costs for an initial two-year contract period.
 2. For each of the features listed in the Scope of Services, an indication of whether the feature is included in the out-of-box product or requires customization, and a breakout of the discrete costs associated with each customized feature.
7. Certification Regarding Debarment, Suspension, and Other Ineligibility and Voluntary Exclusion Form (See Attachment B).
8. Three references (contact info only) from existing customers **in the United States. One reference must be from a transportation-related client.**
9. **Proposers may add detailed screenshots and product narrative in an appendix.**

Disadvantage Business Enterprise (DBE) Participation

No DBE goal has been set for this bid, however MARC’s DBE policy requires that qualified DBEs be afforded an equitable opportunity to participate in contracts. Proposers are encouraged to involve DBEs in subcontracting or joint ventures.

Debarment

Each proposer will be required to certify by signing the “Certification Regarding Debarment, Suspension, and Other Ineligibility and Voluntary Exclusion” Attachment B. Additionally the vendor must be registered in the U.S. Government System Sam.gov <https://sam.gov/content/home>. “Certification Regarding Debarment, Suspension, and Other Ineligibility and Voluntary Exclusion” is a certification that the proposer is not on the U.S. Comptroller General’s Consolidated Lists of Persons or Firms Currently Debarred for Violations of Various Contracts Incorporating Labor Standards Provisions.

Selection criteria

MARC will use the following criteria to evaluate the proposal:

1. Trip matching effectiveness and user-friendliness of the commute management software application
2. Cost proposal and affordability
3. Qualifications and experience of the proposing firm, and the company’s demonstrated commitment to producing quality commute management products
4. Ability of the proposer to develop a commute management application to MARC’s specifications and on the proposed timetable
5. Level of ongoing support included in the proposed cost structure
6. Past Performance

Scoring Criteria	Weight
Completeness of proposal	15%
Qualifications and experience of proposing firm	25%
Examples of past performance	15%
Proposed Approach & ability to meet requirements	30%
Cost	15%

MARC staff will review submissions and select those that best meet the evaluation criteria set forth in this RFP. Those proposers and/or proposer teams will be selected by February 28, 2023. The final selection of a Contractor shall occur by March 7, 2023 (contingent upon subsequent approval by MARC’s Board of Directors and KDOT). MARC reserves the right to negotiate a contract, including the scope of work, and contract price, with any proposers or other qualified party.

The following is a tentative schedule for the Contractor selection process:

Activities	Schedule
RFP issued	Monday, January 9, 2023
RFP questions due to MARC (must be in writing via email)	Friday, January 20, 2023
Q&A Posted	Tuesday, January 24, 2023
Proposals Due	Tuesday, February 7, 2023, 5pm CT
Short List Announced	Tuesday February 14, 2023 5 pm CDT
Interviews	February 20-24, 2023
Selection pending KDOT and MARC Board Approval	No later than: Tuesday, February 28, 2023 5 pm CT
Contract Execution/ Notice to proceed	No later than: Tuesday March 7, 2023 5pm CT

Award of contract

This Request for Proposal does not commit MARC to award a contract or pay any incurred costs in association to this RFP preparation and/or response. MARC reserves the right to accept or reject any proposal received as a result of this request, or to cancel any or all sections of this RFP, if it is considered to be in the best interest of MARC. MARC reserves the right to negotiate with proposers related to project cost, or for technical or other revisions that may result from these negotiations. Uptime and reliability guarantees will be agreed upon prior to contract execution and may include arrangements for funding reductions based on performance.

A decision to contract with any proposer will be made by the MARC Board of Directors, following a staff recommendation.

Subject to selection and successful negotiation, MARC desires to have a contract signed by mid-March and final solutions launched by June 1, 2023.

Project funding

Funding to purchase the ride-matching application will be provided by federal funds allocated to MARC. Final contract and commitment to purchase will be executed contingent upon the availability of these funds. MARC reserves the right to cancel the purchase due to lack of available funds.

Attachment A

1. Complete the CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY, AND VOLUNTARY EXCLUSION Attachment B.
2. Complete the CERTIFICATION REGARDING LOBBYING Attachment C.
3. Special Attachment No. 1 from KDOT indicates nondiscrimination clauses pertaining to the vendor on this contract Attachment D.
4. KDOT'S TRAVEL POLICY

Attachment B

**Certification Regarding Debarment,
Suspension, Ineligibility, and Voluntary Exclusion**

This Certification is required by the regulation implementing Executive Order 12549, Debarment and Suspension, 29 CFR Part 98 Section 98.510, Participants' responsibilities. The Regulations are published as Part II of the June 1985, Federal Register (pages 33, 036-33, 043)

Read instructions for Certification below prior to completing this certification.

1. The prospective proposer certifies, by submission of this proposal that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in this transaction by any Federal department or agency.
2. Where the prospective proposer is unable to certify to any of the statements in this certification, such prospective proposer shall attach an explanation to this proposal.

Date

Signed – Authorized Representative

Title of Authorized Representative

.....
Instructions for Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion:

1. By signing and submitting this agreement, the proposer is providing the certification as set below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the proposer knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department, or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Attachment C

CERTIFICATION REGARDING LOBBYING

The undersigned certifies, to the best of his or her knowledge and belief, that:

- 1 No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersign, to any person influencing or attempting to influence an officer or employee of a federal agency, Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
- 2 If any funds other than Federal appropriated funds have been paid or will be paid to any person for attempting to influence an officer or employee of any federal agency, Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal or Federally assisted contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form – LLL, “Disclosure Form to Report Lobbying,” in accordance with its instructions.
- 3 The undersign shall require that the language of this certification be included in the award documents of all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 32, US Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

(Name of Entity)

(Name and Title of Authorized Official)

(Signature of above Official)

(Date)

Special Attachment No. 1

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**KANSAS DEPARTMENT OF
TRANSPORTATION**

**Special Attachment
To Contracts or Agreements Entered Into
By the Secretary of Transportation of the State of
Kansas**

NOTE: Whenever this Special Attachment conflicts with provisions of the Document to which it is attached, this Special Attachment shall govern.

THE CIVIL RIGHTS ACT OF 1964, and any amendments thereto, REHABILITATION ACT OF 1973, and any amendments thereto, AMERICANS WITH DISABILITIES ACT OF 1990, and any amendments thereto, AGE DISCRIMINATION ACT OF 1975, and any amendments thereto, EXECUTIVE ORDER 12898, FEDERAL ACTIONS TO ADDRESS ENVIRONMENTAL JUSTICE IN MINORITY POPULATIONS AND LOW INCOME POPULATIONS 1994, and any amendments thereto, 49 C.F.R. Part 26.1 (DBE Program), and any amendments thereto

NOTIFICATION

The Secretary of Transportation for the State of Kansas, in accordance with the provisions of Title VI and Title VII of the Civil Rights Act of 1964 (78 Stat. 252), §504 of the Rehabilitation Act of 1973 (87 Stat. 355) and the Americans with Disabilities Act of 1990 (42 USC 12101), the Age Discrimination Act of 1975 (42 USC 6101), the Regulations of the U.S. Department of Transportation (49 C.F.R., Part 21, 23, and 27), issued pursuant to such ACT, Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low Income Populations (1994), and the DBE Program (49 C.F.R., Part 26.1), hereby notifies all contracting parties that, the contracting parties will affirmatively ensure that this contract will be implemented without discrimination on the grounds of race, religion, color, gender, age, disability, national origin, or minority populations and low income populations as more specifically set out in the following “Nondiscrimination Clauses”.

CLARIFICATION

Where the term “consultant” appears in the following “Nondiscrimination Clauses”, the term “consultant” is understood to include all parties to contracts or agreements with the Secretary of Transportation of the State of Kansas.

Nondiscrimination Clauses

During the performance of this contract, the consultant, or the consultant’s assignees and successors in interest (hereinafter referred to as the “Consultant”), agrees as follows:

- 1) **Compliance with Regulations:** The consultant will comply with the Regulations of the U.S. Department of Transportation relative to nondiscrimination in federally-assisted programs of the U.S. Department of Transportation (Title 49, Code of Federal Regulations, Parts 21, 23 and 27, hereinafter referred to as the Regulations), which are herein incorporated by reference and made a part of this contract.
- 2) **Nondiscrimination:** The consultant, with regard to the work performed by the consultant after award and prior to the completion of the contract work, will not discriminate on the grounds of race, religion, color, gender, age, disability, national origin or minority populations and low income populations in the selection and retention of subcontractors, including procurements of materials and leases of equipment. The consultant will not participate either directly or indirectly in the discrimination prohibited by Section 21.5 of the Regulations, including employment practices when the contract covers a program set forth in Appendix B of the Regulations.
- 3) **Solicitations for Subcontractors, including Procurements of Material and Equipment:** In all solicitations, either competitive bidding or negotiation made by the consultant for work to be performed under a subcontract including procurements of materials and equipment, each potential subcontractor or supplier shall be notified by the consultant of the consultant’s obligation under this contract and the Regulations relative to nondiscrimination on the grounds of race, religion, color, gender, age, disability, national origin or minority populations and low income populations.
- 4) **Information and Reports:** The consultant will provide all information and reports required by the Regulations, or orders and instructions issued pursuant thereto, and the Secretary of the Transportation of the State of Kansas will be permitted access to the consultant’s books, records, accounts, other sources of information, and facilities as may be determined by the Secretary of Transportation of the State of Kansas to be pertinent to ascertain compliance with such Regulations, orders and instructions. Where any information required of a consultant is in the exclusive

possession of another who fails or refuses to furnish this information, the consultant shall so certify to the Secretary of Transportation of the State of Kansas and shall set forth what efforts it has made to obtain the information.

- 5) Employment: The consultant will not discriminate against any employee or applicant for employment because of race, religion, color, gender, age, disability, or natural origin.
- 6) Sanctions for Noncompliance: In the event of the consultant's noncompliance with the nondiscrimination provisions of this contract, the Secretary of Transportation of the State of Kansas shall impose such contract sanctions as the Secretary of Transportation of the State of Kansas may determine to be appropriate, including, but not limited to,
 - (a) withholding of payments to the consultant under the contract until the contractor complies, and/or
 - (b) cancellation, termination or suspension of the contract, in whole or in part.
- 7) Disadvantaged Business Obligation
 - (a) Disadvantaged Business as defined in the Regulations shall have a level playing field to compete for contracts financed in whole or in part with federal funds under this contract.
 - (b) All necessary and reasonable steps shall be taken in accordance with the Regulations to ensure that Disadvantaged Businesses have equal opportunity to compete for and perform contracts. No person(s) shall be discriminated against on the basis of race, color, gender, or national origin in the award and performance of federally-assisted contracts.
 - (c) The contractor, sub recipient or subcontractor shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract. The contractor shall carry out applicable requirements of 49 C.F.R. Part 26 in the award and administration of Federally-assisted contracts. Failure by the contractor to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy, as the recipient deems appropriate.
- 8) Executive Order 12898
 - (a) To the extent permitted by existing law, and whenever practical and appropriate, all necessary and reasonable steps shall be taken in accordance with Executive Order 12898 to collect, maintain, and analyze information on the race, color, national origin and income level of persons affected by programs, policies and

activities of the Secretary of Transportation of the State of Kansas and use such information in complying with this Order.

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- 9) Incorporation of Provisions: The consultant will include the provisions of paragraphs (1) through (8) in every subcontract, including procurements of materials and equipment, unless exempt by the Regulations, order, or instructions issued pursuant thereto. The consultant will take such action with respect to any subcontract or procurement as the Secretary of Transportation of the State of Kansas may direct as a means of enforcing such provisions including sanctions for noncompliance: PROVIDED, however, that, in the event a consultant becomes involved in, or is threatened with, litigation with a subcontractor or supplier as a result of such direction, the consultant may request the State to enter into such litigation to protect the interests of the State.

KDOT POLICY FOR
CONSULTANT CONTRACT REIMBURSEMENT
FOR
HOTEL AND PER DIEM

Attention Contract Partners:

The following policy for hotels and per diem rates will be effective January 1, 2022 for contracts with consultants and sub-consultants statewide.

	Daily Meals (max.)	Per Meal Allowance	Lodging before tax	Max Lodging Addl 50%*
Standard rate for all Kansas locations except Wichita & KC/OP	\$59.00	Breakfast \$8.85 Lunch \$20.65 Dinner \$29.50	\$96.00	\$144.00
Wichita (includes Sedgwick County)	\$64.00	Breakfast \$9.60 Lunch \$22.40 Dinner \$32.00	\$103.00	\$154.50
KC/Overland Park (includes Johnson, Wyandotte, & Leavenworth counties)	\$64.00	Breakfast \$9.60 Lunch \$22.40 Dinner \$32.00	\$123.00	\$184.50

*Prior approval required


No out-of-state hotel bills will be reimbursed without advanced written approval (for prime and/or sub-consultant). An amount above these daily rates or un-approved out-of-state stays will not be reimbursed.

Per diem will be allowed only with overnight travel. Per diem reimbursement/invoicing must be submitted with hotel receipt. Submit company's policy prior to starting work. A summary must be provided with billings recapping costs per day per individual. Please notify your sub-consultants of these rates.

Mileage will be limited to the IRS rate of \$0.560/mile unless the company has audited vehicle usage rates for their company vehicles. Receipts are required for: Airport parking (limited to \$14/day); Tolls, Rental vehicles (economy class only), and Equipment Rentals. Equipment, vehicles, reproduction/printing, CADD, GPS, etc., charged as direct expense must have an audited rate to be used. Direct equipment expenses without an audited rate and "snacks" for meetings will not be allowed.

Reimbursement rates may change as State and/or Federal policies change.

Thank you.



Calvin E. Reed, P.E., Director
Division of Engineering and Design
Kansas Department of Transportation

1/05/2022

Date

C: Pam Anderson, Chief, Bureau of Fiscal Services