

## Transportation Committee

Meeting date: March 9, 2020

For the Metropolitan Council meeting of March 25, 2020

**Subject:** Metro Mobility On-Demand Services Pilot Contract

**District(s), Member(s):** All

**Policy/Legal Reference:** Council Policy 3-3 Expenditures – Procurement of Goods and Services over \$500,000.

**Staff Prepared/Presented:**

Nick Thompson, Director of MTS, 651-602-1754

Jody Jacoby, Director of Purchasing Metropolitan Council, 651-602-1144

Gerri Sutton, Assistant Director MTS, 651-602-1672

Christine Kuennen, Senior Manager Metro Mobility, 651-602-1689

**Division/Department:** Metropolitan Transportation Services

### Proposed Action

That the Metropolitan Council authorize the Regional Administrator to negotiate and execute a contract with Lyft, Inc. and Transportation Plus, Inc., to provide an on-demand hailing service and on-demand taxi service options to Metro Mobility customers for a one year pilot period beginning upon service launch, with two optional single year contract extensions, in an amount not to exceed \$4,752,537.

### Background

Metro Mobility is a shared ride, door-through-door demand response public transportation service for certified riders who are unable to use regular fixed-route buses due to a disability or health condition. Service on its primary system is regulated by the FTA under the Americans with Disabilities Act (ADA) and Minn. Stat. 473.386. Trips provided on the main system can be for any purpose and must be scheduled one to four days in advance. Metro Mobility also offers an existing subsidized taxi option, using Transportation Plus, under an existing contract through December 2020.

The contract with Lyft, Inc. will pilot a new, Council subsidized, on-demand alternative for Metro Mobility certified customers who self-select the option. Lyft will use the same service delivery approach as they currently offer for private pay rides; account registration with Lyft, use of an app, curbside pick-up/drop-off and pre-payment, etc. The pilot will offer both ambulatory and wheelchair accessible rides and be available to all certified customers within the entirety of the Metro Mobility service area during the same service hours as Metro Mobility. Customers will request trips directly from Lyft through a smartphone-based App or by phone with the assistance of a reservationist.

The contract with Transportation Plus is a newly scoped service contract that will pilot a subsidized On-Demand alternative for Metro Mobility certified customers who self-select the option. Trips are requested directly from the provider through a customized smartphone-based App with updated features designed to improve the existing booking process, or by phone with the assistance of a reservationist. Transportation Plus will use the same service delivery approach as they do for private pay taxi rides; use of an app, curbside pick-up/drop-off, etc.

Both contracts will offer ambulatory and wheelchair accessible rides and be available to all certified customers within the entirety of the Metro Mobility service area and its associated service hours.

The Office of Equal Opportunity (OEO) reviewed this solicitation and did not set a Disadvantaged Business Enterprise (DBE) goal. OEO worked closely with project staff to evaluate if there were possible sub-contracting opportunities available for this contract. This contract initiation was reviewed in February 2019 and at this time there were minimal sub-contracting opportunities. OEO did not set a goal due to no availability of DBE firms that could provide this service. However, Lyft Inc. has proposed a subcontractor, Mobility 4 All, to provide the wheelchair accessible rides. They have self-identified in the proposal as a minority and veteran owned firm.

The Minnesota Department of Human Rights sets goals and has oversight on workforce on construction contracts over \$100,000. The regional goals are 32% People of Color and 20% Women. Workforce goals are not applicable on this service contract. In the advancement of the Metropolitan Council's Thrive principals of prosperity and equity, OEO ensures contractor's affirmative action plans are updated and reviewed by the Council every four years.

The term of these agreements will be for an initial one-year term, with year one being defined as a pilot program. Within 60 days of the end of the first year and each subsequent year, Program Administrators will assess the efficacy and viability of the service option and will determine whether to exercise the next of two optional single year contract extensions.

## **Rationale**

A Request for Proposals (RFP) was advertised and posted on the Council and QuestCDN websites. A pre-proposal meeting was held on August 1, 2019 and there were twenty (20) registered plan holders. On September 6, 2019, six (6) proposals were received and evaluated by a five-member panel consisting of staff from Metro Mobility, Metro Transit, Mn DOT's Office of Transit, MnDOT's Office of Equity and Diversity, and the University of Minnesota's Humphrey School of Public Affairs.

Using the following criteria to evaluate the proposals: proposal quality, proposer's qualifications and professional competence in areas directly related to this RFP, experience and proposal price. A selection was made that Lyft, Inc. and Transportation Plus, Inc. offered the solutions that were the most advantageous to the Council and our customers.

Lyft Inc. had the highest-ranking technical proposal with a cost that appears fair and reasonable. Additionally, Lyft's proposal demonstrated a strong approach to usability, accessibility and innovative public transit-oriented partnerships, both as the prime and through its subcontractor Mobility4All.

Transportation Plus had the second highest-ranking technical proposal of those that offered both ambulatory and wheelchair accessible service with the lowest average per ride cost. The price appears fair and reasonable. Additionally, their proposal demonstrated a strong commitment to accessibility and sustainability with its provider owned Wheelchair Accessible Vehicle fleet and its commitment to up front and ongoing Special Transportation Services training for all its drivers.

Cost assumptions are based on ridership patterns of the existing taxi program and will be evaluated throughout the duration of the contract.

## **Thrive Lens Analysis**

Metro Mobility supports the outcomes and principals of Thrive MSP 2040 by promoting prosperity and livability of our region through the delivery of a safe, reliable, efficient and equitable public transportation service. Offering additional lower cost service options to our customers further promotes these initiatives.

**Funding**

Funding for this service is included in the 2020 operating budget.

**Known Support / Opposition**

There is no known opposition.