



CITY OF TAMPA

Jane Castor, Mayor

Purchasing Department

Gregory K. Spearman, CPPO
Director of Purchasing

JULY 29, 2019

REQUEST FOR INFORMATION (RFI) FOR MOBILITY AS A SERVICE

Responses for **MOBILITY AS A SERVICE, (MaaS), RFI #71081619** will be received by the Director of Purchasing, City of Tampa, until **3:30 PM AUGUST 16, 2019.**

Attached are important instructions regarding responses to this Request for Information.

Questions regarding the RFI shall be directed to **Ivette Rosario, CPPB, Senior Procurement Analyst** via email only at **Ivette.rosario@tampagov.net** until 5:00 PM, **(1 WEEK PRIOR TO RECEIVING RESPONSES - AUGUST 9, 2019.**

Responses may be mailed, express mailed or hand delivered to:

**City of Tampa Purchasing Department
306 E. Jackson Street, 2nd Floor
Tampa, FL 33602**

Responses may also be submitted electronically via the Internet as an attachment to an email addressed to **BidControl@Tampagov.net. The subject line of the email should include the RFI number.**

STATEMENT OF NO RESPONSE

If you do not intend to submit a response, please complete the information below and return this form to the address above with the title clearly marked on the front of the envelope no later than the opening date indicated above.

We decline to submit a response for the following reasons:

NOTE: Companies not able to participate in the RFI process **are not excluded** from a future RFP solicitation.

Company Name: _____ Date: _____

Email Address: _____ Signature: _____

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SECTION I. SCOPE OF SERVICES

1. INTRODUCTION

The City of Tampa is issuing this Request for Information ("RFI") in order to solicit responses to the questions presented in this document in connection with proposed pilot project for Mobility as a Service (MaaS), in the Tampa Bay region (the "Project"). Together with the partners from the Tampa Bay Smart Cities Alliance, the City of Tampa is seeking information that may help with the evaluation of potential options for development, financing, procurement and delivery of the Project.

This RFI is intended to solicit responses from individuals, firms, teams or organizations that have experience in developing and/or delivering Mobility as a Service projects and that may be interested in designing, delivering, financing, operating and/or maintaining the Project.

This RFI is intended to inform potential respondent of this potential opportunity and solicit private sector interest and innovation in the delivery of the Project. Specifically, the RFI:

- Provides general background information related to the Project; and
- Solicits input from industry on a variety of issues, including potential scope and phasing of the proposed Project, and the financing and delivery method(s) that may have the greatest potential to satisfy the purpose and need and overall goals and objectives for the Project.

This RFI is an inquiry only. No contract or agreement will be entered into as a result of this process, nor does this RFI initiate a formal procurement or represent a commitment to issue an RFQ or an RFP in the future.

However, the information contained in the responses to this RFI will help the City of Tampa and the Tampa Bay Smart City Alliance partners, to advance evaluation, as well as planning and development efforts for the Project, which may result in the launch of a formal procurement. Responding to this RFI is not a pre-requisite to participating in a future procurement process. Therefore, those choosing to respond to this RFI will not, merely by virtue of submitting such a response, be deemed to be "bidders" on the Project in any sense, and no such respondent will have any preference, special designation, advantage or disadvantage whatsoever in any subsequent procurement process related to the Project

2. BACKGROUND

2.1 THE PROJECT

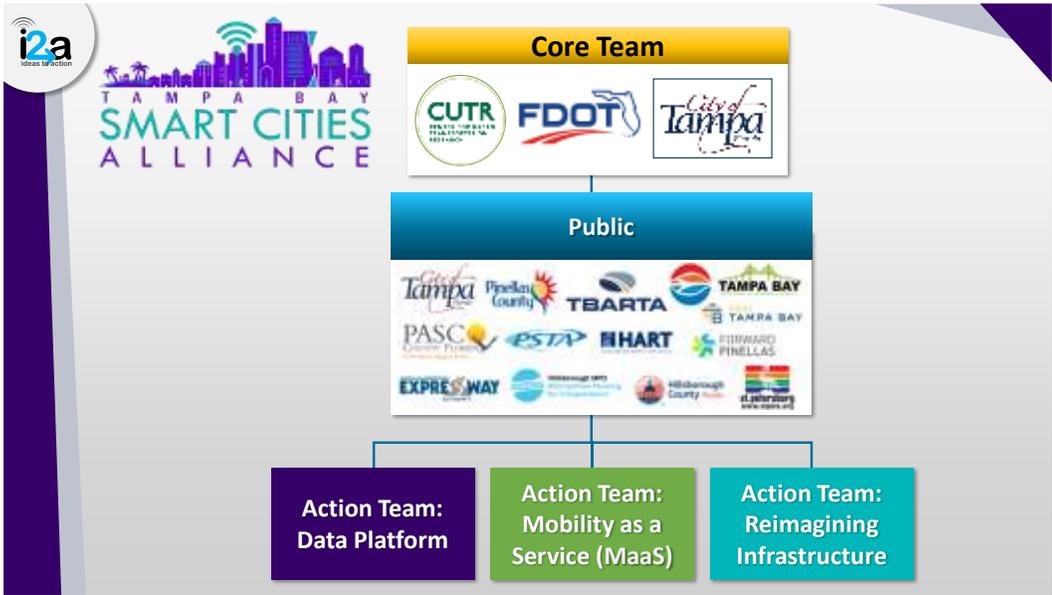
The Tampa metro region is the second largest in the State of Florida and one of the fastest growing communities in America. It is estimated that by 2020, more than 400,000 people will reside in the City of Tampa with more than 3.3 million in the Tampa Bay metro region. Three professional sports teams, numerous theme parks, beaches, museums and cultural wealth attract over 17 million visitors per year.

The explosive growth in population and visitors is overwhelming the existing road network. Commute times are growing. Tampa Bay is the 7th worst in the nation for pedestrian deaths and well over average in vehicular deaths.

The Tampa Bay transportation agencies are committed to the safe movement of citizens and visitors. One of the first three USDOT connected vehicle test pilots is being tested on the Selmon Expressway. The first self-driving vehicle demonstration made available to the public was conducted in Tampa.

Tampa currently lacks multimodal information and comprehensive trip-planning tools and has fragmented access to existing traveler information for existing and emerging travel options such as bike-sharing, on-demand EV shuttles and the Marion Street autonomous transit circulator service.

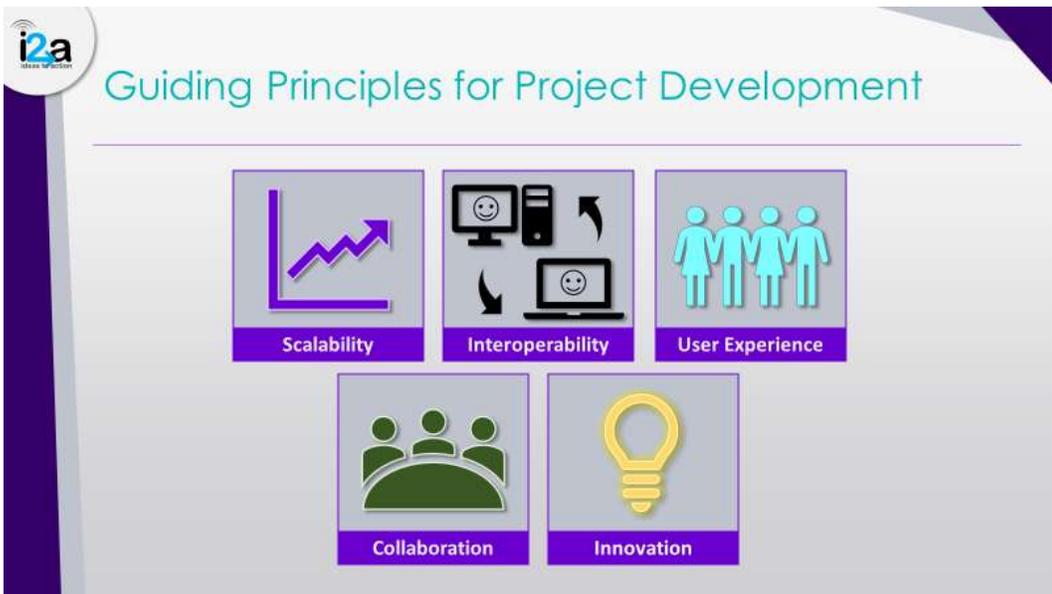
In 2017, the region developed the Tampa Bay Smart City Alliance to collaborate to address the challenges the region faces:
Figure Error! No text of specified style in document.-1 - Tampa Bay Smart City Alliance



We have defined several guiding principles for MaaS in the Tampa Bay region for the community:

- Foster mass transit and shared mobility
- Safety-focused
- Data availability and sharing
- Transparency
- Include vulnerable and low-income communities

In addition, as the Alliance we have established guiding principles for each and every project that partner agencies introduce:
Figure 2 - Tampa Smart City Alliance - Project Guiding Principles



In preparing for the Project, a breakdown of core MaaS Functions and the Potential Scope has been developed, this is not intended to be a comprehensive view of the final scope but to provide Respondents with an indicative approach:

Table 1 – Functional and Scope Considerations

Function	Scope
Geographic Area	Tampa International Airport
	Water Street Tampa
	Downtown Tampa
User Personas	Tourist (airport)
	Downtown Commuter
Personalized Journey Planning	Fastest, Greenest, Cheapest
	All modes including parking
	Transit Only
Re-routing	On current mode only
	On transit options only
	On all modes (incl ride hailing)
Easy wayfinding	In App
	Outside App using third party
	Street Signs
Seamless ticketing	Integrate Flamingo
	Outside App payment
	Fully integrated payment
Multi modal travel	Transit Only
	Transit + Car (including parking)
	Transit + Car + Ride Hailing

2.2 Project Delivery Methodology

The City of Tampa is open to explore a range of delivery and commercial models based on the Respondents experience of successful MaaS schemes. This RFI welcomes any innovative approaches and suggestions that may help to deliver a MaaS pilot but ultimately a MaaS solution that is scalable and sustainable.

It is important as part of the overall Project Delivery Methodology that there is active engagement with City staff to resolve issues and to develop solutions to improve service performance throughout the duration of the Project.

The organization delivering the Project will be responsible for sharing usage data, clearly communicating with the City and the Alliance Partners, promptly responding to City inquires and requests, addressing public complaints, and resolving any operational issues that may arise.

3. INFORMATION TO BE SUBMITTED

The questions to which the City of Tampa is seeking responsive information are set forth below in Section 4. While there is no page limit in answering the questions, any other information, including marketing materials, shall be limited to 3 pages. The respondent should be as concise as possible. Responses should demonstrate an understanding of, and express clearly the respondent’s perspective on, the issues involved with a given question. However, a respondent need not feel compelled to provide a response to each and every question.

The City of Tampa is not requesting a proposal, detailed plans, marketing materials, budgetary information or proprietary information in response to this RFI.

Upon receiving the responses, the City of Tampa will initiate a review and may contact some or all of the respondents to follow up with additional questions and clarifications, or to offer to conduct one-on-one meetings with some or all of the respondents. The opportunity to participate in such meetings, if any, will be communicated separately to respondents that have provided a point of contact.

4. PREPARATION AND SUBMISSION OF REQUEST

The City of Tampa welcomes feedback on the Project and understands that a variety of individuals, firms, teams and organizations will respond to this RFI. Please answer any or all questions that you or your organization deem relevant. The City of Tampa, in coordination with Tampa Bay Smart Cities Alliance partners, intends to consider the information gathered through this RFI for potential development of the Project. Thank you in advance for your participation.

4.1 General

1. Please describe your firm, its experience in relation to MaaS projects, and its potential interest in relation to the Project (e.g. software developer, systems integrator, design/engineering firm, operations and maintenance firm, etc.)?
2. Are there any particular concerns with any of the information that has been provided in this RFI? Please explain any concerns and provide any proposed solutions or mitigations to address those concerns.
3. Please provide up to three case studies where similar MaaS projects have been delivered by your firm, the costs and the benefits (modal shift, patronage increase, reduced congestion, etc.) and confirm that it would be acceptable for the City of Tampa to approach the client contact for further information.
4. Can you describe your approach to managing complaints or queries from customers, either relating to the MaaS solutions and/ or journey planning queries?
5. What would you recommend for branding and a go live plan to maximize customer uptake?

4.2 Procurement Process

6. Do you have any particular concerns with or major observations about the milestone schedule provided in this RFI? Please provide your views on proposed solutions to address these concerns?
7. Looking ahead over the next two years, do you believe your firm will be interested in submitting a committed proposal for the ultimate MaaS solution for the broader region?
8. What is the minimum amount of time that your firm requires to develop and submit a committed detailed proposal for the Project after issuance of a potential RFP?

4.3 Technical Challenges and Alternative Solutions

Geographic Area

9. Do you foresee any challenges on limiting the scope of the pilot project to a specific geographic area versus a region-wide approach?

10. Can you outline your experience of working with airports and airline operators in the context of seamless and integrated journey planning, in particular the access of data and any related privacy issues?
11. We desire to ensure open APIs and data sharing across the region, what interoperability, if any, do you foresee in this approach and your firm's approach?

User Personas

12. Can you provide your feedback on the user personas we have focused on? Are these correct? Are there other personas based on your experience that we should have chosen?
13. Can you provide details on your approach to customer acquisition to the MaaS solution and how to retain/increase customers over time?

Personalized Trip Planning

14. Can you describe your approach to personalized trip planning and any level of machine learning based on the customer's preferences and/ or travel history?

Re-routing

15. Can you provide an overview of your approach to re-routing when there has been an incident on the 'current mode'? Can you re-route on to alternative modes 'on the fly'?
16. How do you ensure that as a result of re-routing that the broader mobility/ journey time for all users is not worsened?

Easy wayfinding

17. How do you support wayfinding for customers transitioning between modes (e.g. bus stop to train station) or reaching their final destination (e.g. train station to theatre)?

Seamless ticketing

18. Can you describe your approach for the management of customer's money, including the security and privacy?
19. Can you describe your approach to manage the flow of money across transit providers based on customer usage?
20. Can you provide your experience of integrating with legacy payment applications (e.g. Flamingo) and the associated risks or benefits?

Multi modal travel

21. Can you describe your experience of integrating the car and parking as part of a MaaS solution?
22. Can you describe your approach to the integration of both public sector and private sector services into your MaaS solution? Include your approach to addressing the issues between competing private sector businesses. Please consider ride sharing, micro mobility, etc in your response.

4.4 Commercial and Financial Structure

23. Can you explain your typical commercial model for MaaS solutions, both in terms of pilot projects and on-going delivery? Please include the advantages and disadvantages to your typical commercial model.
24. Do you currently/ foresee the need for the ability to include advertising, incentivised/ discounted/ merchant offers as a source of revenue to offset operational costs?

4.5 Additional Considerations

25. Can you describe your approach to complying with ADA requirements?
26. Based on your experience what are the most critical items for the successful deployment of MaaS? Why? How do you recommend Tampa should accomplish these items?

5. RFI RESPONSES

Responses should be prepared simply and economically, providing a straightforward, concise description of the Provider's application and services.

In order to insure a uniform review of each response submitted, please do not use double-sided pages or three ring binders to submit the response. However, it is required that responses be organized and fasten or bound in the following manner and identified with tabs:

- **Title Page.** Type the name of Respondent's agency/firm, address, telephone number, name of contact person, date, and the title of the RFI.
- **Table of Contents.** Include a clear identification of the written material by section and by page number.
- **Tab 1. Attachment A.** Submit the Participation Signature Form.
- **Tab 2. Addenda.** Include a copy of the addendum, or addenda associated with the RFI, if applicable.
- **Tab 3. Section I. Scope of Services.** Include all the requirements and/or documentation requested under Section 3. Information to be submitted and Section 4. Preparation and Submission of Request.

Note: The Provider is to submit one original response marked "original" and one electronic version on CD or DVD if delivered in a sealed envelope/package. If submitting your response electronically through BidControl@Tampagov.net, please disregard the request.

End of Section I

SECTION II. GENERAL CONDITIONS

1. GENERAL INFORMATION

1.1 Response Due Date. Sealed responses will be received no later than the date and time indicated on page one of this document. Responses will not be accepted after this time.

1.2 Addendum and Amendment to RFI. If it becomes necessary to revise or amend any part of this RFI, addenda will be posted and disseminated by DemandStar at least five days prior to the RFI opening date. DemandStar will provide notification of the Addendum to all prospective Providers who received an original RFI from DemandStar (Those who are on the Plan Holders List).

It will be the responsibility of Respondents to monitor DemandStar prior to submitting a response to ascertain if any addenda have been issued, to obtain all such addenda, and to return the executed addenda with the response.

1.3 Florida Public Records Law. In accordance with Chapter 119 of the Florida Statutes, and, except as may be provided by other applicable State and Federal Laws, all solution providers should be aware that the RFI and the responses thereto are in the public domain and are available for public inspection. The solution providers are requested, however, to identify specifically any information contained in the information which they consider confidential and/or proprietary and which they believe to be exempt from disclosure, citing specifically the applicable exempting law. All information received in response to this RFI will become the property of the City of Tampa and will not be returned. All documentation produced as part of the presentation will become the exclusive property of the City.

1.4 Laws, Codes And Ordinances. The Provider shall comply with any applicable requirements of Federal, State, County and City laws, Codes, Ordinances, Regulations and Rules of the City of Tampa as amended from time to time.

1.5 City Of Tampa Ethics Code. The Provider shall comply with all applicable governmental and city rules and regulations including the City's Ethics Code which is available on the City's Website. (City of Tampa Code, Chapter 2, Article VIII. - Section 2-522) Moreover, each Provider responding to this Request for Information acknowledges and understands that the City's Charter and Ethics Code prohibit any City employee from receiving any substantial benefit or profit out of any contract or obligation entered into with the City, or from having any direct or indirect financial interest in effecting any such contract or obligation. The solution provider shall ensure that no City employee receives any such benefit or interest as a result of the Request for Information. (City of Tampa Code, Chapter 2, Article VIII. - Section 2-514(d))

Please note that the City's Ethics Code may be accessed on the Internet by utilizing the web link below: http://www.tampagov.net/appl_Message_Center/external.asp?strServiceID=246 Tampa's municipal codes are published online by the Municipal Code Corporation.

Printed copies of the Ethics Code can be obtained from the City Clerk's Office for a fee of \$0.15 cents a page.

1.6 Incurred Expenses. The City of Tampa is not responsible for any expenses which the Provider may incur in the preparation and submittal of information requested by this RFI, including but not limited to, costs associated with travel, accommodations, interviews/presentations or testing.

2. TERMS AND CONDITIONS

2.1 This is only a Request for Information (RFI) and should not be construed as intent, commitment or promise to acquire the services or solutions presented by the Respondents.

2.2 The City will not be obligated to any Respondent as a result of this RFI. The City is not obligated for any cost incurred by the Respondent in the preparation of the RFI response. The City will not pay for any information herein requested nor is the City liable for any costs incurred by Respondents. For economy of presentation, special bindings,

colored displays, promotional materials and the like, shall be at the discretion of the Provider, the City will not be responsible for the cost.

2.3 This RFI is being submitted strictly for the purpose of gaining knowledge of the products and services available on the market for MaaS solutions and options available.

2.4 From the information collected, the City will review all information and options related to the plan review system, assess our needs and refine our requirements. The City reserves the right to contact the Respondents for additional information at its sole discretion and to issue additional requests, if necessary.

2.5 The City may request the Respondent's solution be presented to the City for the capability to perform. All costs associated with providing a presentation/demonstration of the application is the sole responsibility of the Respondent.

2.6 At a later date, the City may release a formal solicitation, a Request for Proposal (RFP), for a Mobility of Service. Firms that do not participate in this RFI process will not be excluded from future RFP solicitation. However, the City of Tampa posts all; Bids, Request for Proposals (RFP), addenda, tabulations, awards and related announcements on one distribution network – DemandStar by Onvia. The aforementioned documents are available **exclusively** from the Website. DemandStar by Onvia is a national bid network. Free subscription is available to access bids from the City of Tampa only. A fee is required if subscribing to other jurisdictions or multiple agencies. Contact Demandstar at 800-711-1712 or visit www.demandstar.com/supplier to subscribe or for more information.

Note: If you do not subscribe to DemandStar, you may not receive formal notification of the RFP solicitation when it is released by the City.

3. CANCELLATION

3.1 When deemed to be in the best interest of the City of Tampa, this RFI may be cancelled at anytime with or without cause.

End of Section II

ATTACHMENT A
PARTICIPATION SIGNATURE FORM
FOR
MOBILITY AS A SERVICE

In order to participate in the City's Request for Information, please complete and submit the following:

Please type or print:

Name of Firm: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Telephone No.: _____ Fax No.: _____ Email: _____

Authorized Signature: _____ Date: _____

STATEMENT OF PARTICIPATION

() We will be participating in the Request for Information. Attached to the Participation Application is the information requested under Section I. Scope of Services, Section 3. Information to be submitted and Section 4. Preparation and Submission of Request.

() We decline to participate for the following reasons:

Please Note: After the City receives the Participation Signature Form and required documentation, the City, at its sole discretion reserves the right to contact the Provider for additional information or to test the Provider's solution(s).