

ACTION ITEM #6

Connect On-Demand

The Greater Dayton Regional Transit Authority (RTA) is seeking to enter into partnership agreements with qualified mobility providers to support the RTA Connect On-Demand program with a unified goal of enhancing and increasing mobility access within the region. The project is consistent with RTA's Core Value of Quality Service as we recognize our customers as our highest priority.

On-Demand offers our customers more mobility options, increasing overall accessibility to the entire region, by increasing access to unserved and underserved areas. On-Demand complements our existing fixed route services, providing customers more choice in their travel planning.

Today, the Board is being asked to approve for a period of five (5) years at a cost of \$600,000 per year to be made available under the program.

The selected transportation providers will represent the RTA and must meet safety, performance and quality measures set by RTA.

Proposals were solicited through *the Dayton Daily News*, *Dayton Weekly News*, and *Transit Talent*. Request for Proposals were sent to 27 providers.

At 10:00 a.m., on December 10, 2020, three (3) proposals were received. The Evaluation Committee reviewed the proposals to determine the most qualified proposers using the following criteria.

Evaluation Criteria

- Requirements outlined within the Scope of Work
- Reasonableness of Cost

The following providers submitted a proposal:

Provider
Anton's Cab Service, LLC, Dayton, OH
Lyft, Inc., San Francisco, CA
Raiser, LLC (Uber), San Francisco, CA

The pricing received follows:

Years 1 - 5

	Anton's Cab Service ¹	Lyft, Inc. ^{2,3}	Raiser, LLC (Uber) ²
Trip Within Outlined Location			
Base Fare		\$1.02	\$1.05
Minimum	\$9.00 for the first 3 miles	\$3.73	\$7.06
Per Mile	\$2.50	\$.93	\$.96
Per Minute	\$0	\$.18	\$.19

1 Fees fixed for a five-year period

2 Market Price: Fares may be higher due to an increase in demand

3 Service and applicable fees may apply such as toll roads, etc.

A price analysis was performed, and all provider fares were determined fair and reasonable.

Connect On-Demand providers will be paid with restricted local operating funds. The anticipated budget for On-Demand will be an estimated \$600,000 per year.

The Finance/Personnel and Planning Committees discussed this Action Item on January 19, 2021 and support the Chief Executive Officer's recommendation to the Board of Trustees.

After reviewing and evaluating the proposals submitted, the Chief Executive Officer recommends a CONTRACT AWARD to Anton's Cab Service LLC, Raiser, LLC (Uber), and Lyft, Inc. for a total estimated award not to exceed \$600,000 per year, or \$3,000,000 for a five-year period. Funds will be divided as needed between the providers based upon customer choice of provider. In addition, the Chief Executive Officer is authorized to carry out all actions necessary to add additional qualified providers as needed throughout the duration of the contract period.

Board Meeting – 2/2/21
Chief Customer and Business Development Officer