ADDENDUM 1

ON-DEMAND/MICROTRANSIT SERVICE PLANNING & SOFTWARE REQUEST FOR PROPOSAL 029-2022
June 9, 2022

Questions regarding the specifications on this bid was due Tuesday, June 21, 2022 at 5:00 pm EST. Please see below for clarifications and questions/answers regarding the RFP. If any further questions, please send questions to both Rodney Harrison at rlhar@salisburync.gov and Bob Dunn at bdunn@salisburync.gov.

1. **Question** - We respectfully request an extension to the question submission due date and proposal submission due date of 1 week as many within our proposal team are on vacation.

   **Answer** - The question submission due date and proposal submission due date will not be extended.

2. **Question** - Whether companies from Outside USA can apply for this? (like, from India or Canada)

   **Answer** - Section B, General Conditions, Page 2
   Geographic Preference - Procurements shall be conducted in a manner that prohibits the use of statutorily or administratively imposed in-State or local geographical preferences in evaluation or award of bids or proposals, except where applicable Federal statutes expressly mandate or encourage geographic preference. This does not preempt State licensing laws.

3. **Question** - Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

   **Answer** – Section B, General Conditions, Page 2
   Same answer as Question #2.

4. **Question** - Whether we need to come over there for meetings?

   **Answer** – Some presentations, meetings, sessions, and training must be in person.

5. **Question** - Can we submit the proposals via email?

   **Answer** – Section H, Proposal Instructions and Time Frames, Page 3
Respondents may submit electronic or hard copy of proposals in Word or PDF format to Bob Dunn at the address provided below. Proposals will be evaluated by the City of Salisbury to determine the completeness of the proposal.

Bob Dunn, Senior Management Analyst  
bdunn@salisburync.gov

Submission Deadline: July 12, 2022 at 10:00am EST

Contact/Questions: Questions should be sent to both by Tuesday, June 21, 2022 by 5 pm E.S.T.

6. **Question** - Can the Agency confirm the total number of vehicles required for this project?

   **Answer** – Section N – Project Description, Page 7  
The service will be provided using City of Salisbury personnel and four (4) ADA accessible light transit vehicles. The vehicles can accommodate 14 passengers and has two (2) wheelchair stations.

7. **Question** - What is the budget for this project?

   **Answer** – Section O – Detailed Scope of Service, Page 8

<table>
<thead>
<tr>
<th>Fixed Route/Service</th>
<th>Annual Ridership (FY20)</th>
<th>Annual Revenue Hours (FY20)</th>
<th>Annual Operating Cost (FY20)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Route 3 (Blue Route)</td>
<td>45,575</td>
<td>3,354</td>
<td>$333,545</td>
</tr>
<tr>
<td>ADA Paratransit (Demand Response)</td>
<td>8,095</td>
<td>7,027</td>
<td>$159,470</td>
</tr>
</tbody>
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8. **Question** - “The TaaS component of the project should be scalable to augment the existing fleets and personnel resources of Salisbury Transit.” (Page 13 of the RFP document).
   a. Please clarify and elaborate on this statement.
   b. Also, what does the Agency expect from the vendor in terms of TaaS?

   **Answer** – Transportation-as-a Service (TaaS) is a turnkey solution operated by a third party on behalf of the City that includes technology, operators, vehicles, and operation management. Service will include proposed microtransit pilot project which will replace Route #3 (Blue Route), see RFP attachment #5. It may also include our ADA Paratransit Service area, see RFP attachment #3, other areas in the City and/or areas on the City’s boarder.

9. **Question** - Is the proposed microtransit pilot project expected to service only the route shown in attachment 5 of the RFP, or will it provide service to other routes?

   **Answer** – Section N -Project Description, Page 7
Yes, Salisbury Transit’s proposed microtransit pilot project will replace Route# 3 (Blue Route) and include all ADA Paratransit trips in the entire service area. The revised transit network will include a total of two (2) fixed routes, a reduction from the three (3) fixed routes it currently operates. An on-demand service delivery alternative was identified as an efficient and cost-effective solution for continued access and service to Route# 3 (Blue Route) geographic area and ADA Paratransit customers.

See attachment #3 for the ADA Paratransit service area.

10. **Question** - Is the Agency’s goal to combine fixed route, ADA, and microtransit trip booking through a single app?

   **Answer** – No, A single application must support ADA Paratransit Services and our microtransit project.

11. **Question** - The Agency states that: “The software shall feature geospatial analysis opportunities for demographics such as minority (including specific layers of African American, LatinX,), LEP populations, job locations, commute patterns, housing, density, and low-income populations, as well as other key information related to transit planning such as land use and trip generators, political boundaries, and transportation infrastructure.”
    
    a. Will the Agency provide the demographic data mentioned above to conduct the requisite analysis?
    
    b. Also, are these compulsory requirements for the software?

   **Answer** – The City of Salisbury will not provide the demographic data mentioned above. The demographic information above is a requirement of the software which must be provided by the firm.

12. **Question** - Can the Agency provide details about the size/area of the zone, projected number of trips, ridership, etc.?

   **Answer** – Section M – Agency Background and Description, Page 7
   The population of Salisbury is 33,821. The population of East Spencer is 1,556, while the population of Spencer is 3,260. The population of Rowan County is 148,150.

   Salisbury Transit’s service area is 24.3 square miles, concentrated within the City of Salisbury, with service to East Spencer and Spencer.

   **Answer** – Section O – Detailed Scope of Service, Page 8

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The proposed microtransit pilot project zone estimated square miles is 4.9 and the approximate population is 8,400, see attachment #5.

13. **Question** - Can additional pricing data/details be submitted in a vendor’s own pricing sheet?

   **Answer** – Firms must use the proposal response form on page 48-49. Additional pricing details can be included in the “Additional Items” section. I.E. *marketing*.

14. **Question** - Can you please clarify section 31- Metric System? Are you requiring vendors to utilize a Metric system? Or is this for those vendors that currently don't utilize the commonly used imperial system in the US?

   "31. Metric System
   To the extent required by U.S. DOT or FTA, the Contractor agrees to use the metric system of measurement in its Contract activities as may be required by 49 U.S.C. Sect. 205a et seq.; Executive Order No. 12770, "Metric Usage in Federal Government Programs," 15 U.S.C. Sect. 205a; and other regulations, guidelines, and policies issued by U.S. DOT or FTA. To the extent practicable and feasible, the Contractor agrees to accept products and services with dimensions expressed in the metric system of measurement."

   **Answer** - Section O, Detailed Scope of Services, Federal & State Requirements & Special Conditions, Page 32
   The City is not requiring vendors to use the metric system. The Federal & State Requirements & Special Conditions, 31 Metric System, includes the following language, “To the extent required by U.S. DOT or FTA” and “To the extent practicable and feasible”.

15. **Question** – Is Salisbury Transit currently using any kind of technology platform for its ADA Paratransit operations?

   **Answer** – The City is using TripMaker, *not* TripMaster as stated on the pre-proposal conference call.

16. **Question** - I want to confirm that we can include the price proposal within the technical proposal, and it doesn't have to be separate.

   **Answer** – The price proposal and technical proposal can be included all together.

17. **Question** – Oftentimes we see in these RFPs that the proposing firm or selected firm, will be supporting the agency in doing marketing efforts, helping to promote the application, and helping to grow ridership. Sometimes there may even be incentives to help grow ridership. I didn't see in this RFP there were going to be a need for say marketing efforts post-launch. It is obviously a familiarity of all the firms that would be proposing. So just wondering if that is the case or not.

   **Answer** – Section O, Detailed Scope of Services, Microtransit Service Delivery Technology, General Specifications, Page 10
The following bullet “Firm will provide training materials on how to use technology – this will include a minimum of two (2) potential in-person public trainings” is REVISED as follows, “Firm will provide training materials on how to use technology – this will include a minimum of six (6) potential in-person public trainings sessions which includes training on the application. Those six (6) sessions will be a combination of pre-launch and post launch trainings. I. E. four (4) pre-launch trainings and two (2) post launch trainings.

The following bullet “Firm will train City of Salisbury team on this technology” is REVISED as follows, “Firm will train City of Salisbury team on this technology - this will include a minimum of two (2) potential in-person trainings”.

Pre-launch and post-launch promotions and incentives for riders should be included. This will help grow ridership.

ADD the following to marketing information on Page 10:

REQUIRED:
- Comprehensive public awareness marketing campaign to include:
  - Target Audience:
    - General public, to grow ridership beyond current riders
    - City of Salisbury, Town of Spencer, Town of East Spencer
  - Paid and unpaid media opportunities
    - News release for launch
    - News release for in-person app training sessions
    - Advertising outlets pre- and post-launch for 2-year contract (social media, local newspaper, radio, etc.)
  - Specific tactics
    - Educational flyer/brochure/infographic/video on how the app works
    - Advertising for launch (social media, local newspaper, radio, etc.)
  - A brand for the microtransit marketing materials (bus stop signage, flyers, window clings, etc.) and the app
  - Outreach to Spanish-speaking population
    - Translation of all materials into Spanish

OPTIONAL:
- Public awareness marketing campaign post-launch (for duration of 2-year contract, including change requests every 6 months from the city)

18. Section O, Detailed Scope of Services, Planning and Service Design, Page 9
ADD the following to the end of the second paragraph: The kick-off meeting must include an in-person presentation to City Council.

19. Question –I think there is an 8.6% DBE goal in the RFP. Is that accurate?

Answer – Section O, Detailed Scope of Services, Federal & State Requirements & Special Conditions, Page 20
DELETE “The NC Department of Transportation/Public Transportation Division’s overall goal for DBE participation is 8.6” from Federal & State Requirements & Special Conditions, 7(a), Page 20.

Federal & State Requirements & Special Conditions, 7(a), Page 20, is revised as follows:

7. Contracting with Disadvantaged Business Enterprises
The newest version on the Department of Transportation’s Disadvantaged Business Enterprise (DBE) program became effective October 1, 2004.

a. This contract is subject to the requirements of Title 49, Code of Federal Regulations, Part 26, Participation by Disadvantaged Business Enterprises in Department of Transportation Financial Assistance Programs and with section 1101(b) of SAFETEA-LU, 23 U.S.C. § 101.

20. Question – Are there federal funds involved in this project?

Answer – Yes, we anticipate federal funds will be used. Federal & State requirements are included in the RFP.

21. Question – What is the total duration of the pilot project and contract terms?

Answer – Background and Scope, Section A, General information, Page 2
We are requesting proposals from qualified firms to provide a microtransit software solution for a two (2) year agreement, with an option to renew up to three additional years.

22. CORRECTION – Section H, Proposal Instructions and Time Frames,

The correct email address for Rodney Harrison, City of Salisbury Transit Director is rlhar@salisburync.gov.