

ITEM NO: 7b Supp
MEETING DATE: June 14, 2016

Airport On-Demand Taxi/For-Hire Services RFP Briefing

180 Day GT Review Summary

May 26, 2015 Commission Direction

| | | |
|---|-------------------------------------|---|
| Gather GT stakeholder input | <input checked="" type="checkbox"/> | <i>Done. Completed six stakeholder outreach meetings in July & August</i> |
| Compile industry best practices | <input checked="" type="checkbox"/> | <i>Done. Leigh Fisher report completed in September</i> |
| Validate regulatory and operational parameters | <input checked="" type="checkbox"/> | <i>Done. Consistent with City, County, State</i> |
| Develop options that meet Commission criteria | <input checked="" type="checkbox"/> | <i>Done. Presented September 8, 2015</i> |
| Assess facility requirements appropriate for changes resulting from alternative business models | <input checked="" type="checkbox"/> | <i>Done. Traffic and facility analysis preliminary findings completed December 2015</i> |

Comprehensive GT review accomplished

Commission Criteria

- Provide quality GT service for the traveling public
- Provide adequate capacity to meet dynamic demand
- Revenue Generation
- Promote small business and expand economic opportunity
- Minimize environmental impact
- Manageability and Accountability

Defining Expectations

A Level Playing Field

- Access for the Disabled
- Green Fleet and Deadheading Reduction
- Insurance Coverage
- Operator Background Checks
- Consumer Protection
- Customer Feedback
- Financial Accountability via technological reporting
- Operational Accountability via technological tracking and Trade dress compliance

Wherever legally and practically possible.....

Proposed Three-Tier On-Demand GT Framework

1. RFP for combined on-demand taxi/for-hire transportation providers
2. Implementation of on-going month-to-month TNC operating agreements
3. Subsequent RFP for on-demand limousine contract

Re-baselines all On-demand services in 2016

On-Demand Service Recommendation

Issue Request For Proposal (RFP) that includes on-demand taxi and for-hire services in a single contractual agreement

- Single management agreement
- Include taxi/for- hire services
 - ✓ One or more taxi providers
 - ✓ One or more for-hire providers
- Located on 3rd floor of parking garage
- Expanded 100% green fleet
- Required customer service training

Port maintains primary responsibility for enforcement, administration, oversight

Commission Directed RFP Goals

- Provide convenient, efficient and safe transportation alternatives to the traveling public.
- Provide superior customer service.
- Maximize non-aeronautical revenue.
- Maintain excellent environmental standards.
- Leverage state of the art technology services to best serve users.
- Create opportunities for small and disadvantaged businesses.

Clear goals as basis of the RFP

RFP Minimum Qualifications

- **Registered** with all appropriate regulatory bodies.
- **Licensed** to conduct and provide On-Demand Services .
- **300 dual-licensed (City of Seattle and King County) vehicles consisting of both taxis and for-hire vehicles.** In addition, Proposer must have an ability to provide an adequate number of wheelchair accessible vehicles to meet the minimum service requirements.
- **100% green vehicles** at commencement.
- **Detailed electronic reports**, on a frequency no less than monthly, that provide information about the trips provided under the Concession, including fields for driver-id, date, trip start time, trip end time, trip end location, trip fare, passenger count, license plate, wheelchair trip.
- **Customer feedback mechanism.**

Qualifications in-line with Commission guidance

RFP Evaluation Criteria and Scoring

- Customer Service (35 points)
- Revenue to the Port (30 Points)
- Experience, Qualifications, and References (15 Points)
- Deadhead Reduction and Trip Efficiency Plan (10 Points)
- Financial Stability (10 Points)

Scoring reflects Commission objectives

Key Terms of On-demand Contract

- Fleet: Combined taxi/for-hire
- Term: 3 years with 2 one-year extensions
- Fee: Per-trip fee (to be established via RFP)
- Vehicles: Expanded 100% green fleet (300 from 210)
- ADA access: Enhanced availability (up to 50 wheelchair vehicles)
- Operating Area: 3rd Floor Parking Garage
- Data collection: Expanded trip data required
- Consumer protection: Customer feedback app

New terms for combined taxi/for-hire contract needs

Operator Due Diligence

- Regulatory requirements as well as:
 - Check for registration with Washington State Secretary of State and Washington State Department of Revenue
 - Check Washington State Delinquent Taxpayer list
 - Better Business Bureau
- Clear minimum qualifications (slide 8) to ensure minimum standard of service
- Proposal guarantee of \$3,000
- Two references from customers, suppliers, or business partners
- Evaluation of financial stability, organizational structure, and capacity to be able to fulfill Airport operation

Due diligence through RFP process

Contract Negotiations

- Operation details (queueing plan for each type of service, staffing, vehicles, on-boarding of owner/operators, etc.)
- Deadhead plan - details on strategies to meet goals
- Details on customer feedback mechanism
- Trip reporting specifics including frequency (real-time, monthly, etc.) and transmission mechanism
- Details on plan to implement green fleet (high mpg, alternative fuel, etc.)

Key details finalized with selection of Operator

Original RFP Schedule

- Issue RFP – January 29
- Pre-proposal conference – February 10
- Question due – February 12
- Proposals due – March 1
- Potential interviews – March 14-25
- Anticipated award date – April 4
- Anticipated Agreement commencement – July 1

Expedited schedule per Commission guidance