



Tampa Downtown Partnership Request for Proposals for DASH Technology Provider

REQUEST FOR PROPOSALS

The Tampa Downtown Partnership (the Partnership) is requesting experienced organizations to provide proposals to demonstrate the ability to serve as the Downtown Area Shared Hubs (DASH) Technology Provider. The Partnership is seeking a technology provider to engage in a one-year contract with the ability to extend for two (2) additional years. Responses will be submitted electronically to the Partnership via email at info@tampasdowntown.com. Responses must be submitted by **Friday, December 13, 2024, by 5:00 PM EST.**

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Who We Are

Tampa Downtown Partnership (“the Partnership”) is a private, not-for-profit 501(c)(6) that fosters Tampa’s vibrant and diverse multi-use neighborhoods and plays a key role in creating a 24-hour urban center where people can learn, live, work, and play. As a membership organization, we are driven to serve the Downtown business community and are empowered by what each member brings to our organization. Together, we strive to improve the collective Downtown community, to be an active conduit of information and resources, to promote a shared vision for Tampa’s Downtown, and to create and implement the projects and plans that support that vision.

The Partnership administers the Special Services District (SSD) program through an annual contract with the City of Tampa. The SSD is the longest-operating business improvement district in the State of Florida. It encompasses 1,177 acres. Since its inception in 1994, the SSD has provided services above and beyond the standard services provided by the City of Tampa. Funding for the SSD comes from an assessment placed on non-exempt property owners within the District. These programs and services make significant improvements in the way Downtown looks and operates

The Partnership also leads in advocacy, networking, and education related to Downtown for the Tampa Bay region, hosting numerous events and programs throughout the year. These efforts are funded by member companies and individuals with the common goal of advancing Tampa’s Downtown.

DASH Program Overview

The Downtown Area Shared Hubs (DASH) program is a hub-to-hub, on-demand, app-based micro-transit service operating with the Special Service District of Tampa’s Downtown.

The Partnership identified 23 hubs (virtual pick-up/drop-off locations) across the SSD that drivers transport riders to and from. Through an app, users enter a starting destination, final destination, and how many seats they are requesting (up to 4). The app

will then give directions to riders' nearest hubs (the pickup location) and display to the rider which hub (that's closest to their final destination) they will be taken to and the directions from that hub to their final destination. Each passenger is charged \$2 through their account.

The DASH fleet currently comprises six branded Model Y Tesla vehicles (fleet size is subject to change). DASH Drivers, also known as 'driver-ambassadors,' are employees of the Partnership and have completed extensive safety, driver, and 'downtown ambassador' training.

DASH prides itself on 'training Tampa for transit.' When ride logistics make sense, and seats are available, DASH shall combine separate ride requests that are either heading to the same hub or along the way. These are called 'shared rides'. It also directs riders to use the Streetcar System if their starting and final destinations are within a defined walkshed of the Streetcar.

Ridewyse, the Partnership's ADA ride provider, services riders who are wheelchair-bound or need ADA assistance.

Ridership Overview

Between October 2023 and October 2024, the DASH program served over 44,070 passengers and completed 32,331 rides. Daily ridership spikes during morning commuting hours and then again around 4 p.m. and continues to rise until operations end at 11 p.m. Thursdays, Fridays, and Saturdays are typically the busiest days.

In October 2024, 18% of rides were shared rides. The average wait time was 6.5 minutes, and 93% of all rides were under the 15-minute wait time threshold. The average ride length was 1.08 miles.

Purpose

The Partnership is seeking a qualified respondent to serve as the technology provider for the DASH program. The technology provider will provide several key components to the DASH program, including hosting the mobile app that users hail the service with, the 'driver-side' of the app where 'driver-ambassadors' can see, queue, and respond to incoming requests, host an administrative backend for Partnership staff to monitor, analyze and manage the day-to-day function of the service. The Partnership is and will continue to be responsible for 'driver-ambassador' hiring, training, vehicle procurement and maintenance, scheduling, deployment, day-to-day messaging through the app, and setting the service hours and areas.

Minimum Qualifications

The Partnership is seeking qualified respondents to be the technology provider for the DASH program to both service the current needs and handle future evolutions of the service. The Partnership is reviewing several factors to determine if respondents meet the minimum qualifications to be the DASH Technology provider; they include:

- I. Past experience serving as a technology provider and/or operator of on-demand transit service.
- II. Experience operating and/or providing the technology to support any of these types of on-demand transit services: fixed route, point-to-point, or door-to-door.
- III. Experience developing and deploying a ride-demand algorithm/software to manage incoming ride requests, assign rides to drivers, and use considerations such as distance, ride logistics, and capacity to minimize wait times.
- IV. Experience hosting an administrative desktop page or portal for daily monitoring of service, as well as the ability to export ride logistic data, including number of rides, final destinations, user usage, rides completed, and passengers driven.
- V. Experience hosting the user interface of the on-demand transit service on an app-based platform, with the ability to process payments.
- VI. Experience customizing on-demand transit app, to incorporate specific brand guidelines and identities.
- VII. Experience or familiarity with technology to create and manage walksheds.
- VIII. Experience or familiarity operating or supporting a hybrid on-demand transit service that has both fixed route and door-to-door or point-to-point service running simultaneously.
- IX. Experience or familiarity using technology to pair riders, creating 'combo' or 'shared' rides.
- X. Experience hosting an app that is compatible with the Web Content Accessibility Guidelines (version 2.2).

Additional Qualifications or Features

Please list any additional features or services that your organization can provide that may support and enhance the DASH program. The Partnership strives to always find improvements for both the passengers we serve and the employees administering the program.

Operational Budget

The Partnership has an estimated budget of \$3,000 per month/\$36,000 per year for a technology provider contract. Please provide a line item break down the costs associated with your services. Describe if there are any additional costs or revenue needs associated with the services you are proposing.

Advertising Opportunities

The "brand" of the DASH vehicles is important to our organization. The Partnership is opposed to physical advertisements on or inside the DASH vehicles. However, the

Partnership is open to advertising opportunities within the DASH App. If your technology allows for in-app advertisements, please detail the process of how ads are selected, reviewed, approved, seen by users, and how ad revenue is distributed. Any advertisement agreement will be negotiated upon selection of the proposal.

Proposal Requirements

- I. Include a brief description of your organization, location, the main services your organization provides, and how long the organization has been in operation.
- II. Respondents must demonstrate experience providing this type of service and have trained personnel available to support the program's desired goals. Include examples of similar services currently in operation or past services.
- III. Please include answers to the following questions:
 - a. If there are any additional features, services, or capabilities that you can provide that would help support the DASH program outside of the minimum features and requirements, please describe those.
 - b. Please detail how often the app you would provide for the DASH service or similar apps like it are updated.
 - c. If the app you would provide for the DASH service can incorporate the current DASH branding guidelines.
- IV. Outline your branding/promotional strategy (if any) and how the DASH program and Partnership brands and identity would be respected.
- V. Provide contact information for three to five professional references who can discuss your company's capabilities to fulfill this scope of work.

Proposal Content and Format

Proposals must follow the format and contain the content as requested below. Failure to do so may result in disqualification. Proposals will be held for 30 days after opening. Any budget information will be valid for up to 180 days upon receipt. Once selected, a professional services agreement will be negotiated between the Partnership and the contractor. Proposals may be no more than five pages. Use sections 1, 2, and 3 to address the criteria stated in the minimum qualifications section.

Section 1 Cover Letter

Introduce the company, mission, and services provided. Describe how your organization would interact with Partnership staff.

Section 2 Past Experience

Tell us about past experience supporting on-demand transit service. Please provide details about the organizations and locations where you are currently (or previously) servicing/operating. Describe what type of on-demand transit services (fixed route, point-

to-point, door-to-door) you support/operate. Include details on fleet make-up and capacity, schedule, and contract costs.

Section 3 References

References must include a contact name, phone number, and/or email and a description of services rendered and if services were delivered on time and budget. References will be contacted.

Section 4 Contact Information

Please provide the contact information of the person(s) required to schedule a virtual meeting to demonstrate the respondents' qualifications before the Partnership staff. Please include name, title, email, and phone number.

Section 5 Fee Proposal

Provide a detailed line item cost proposal for the identified services. Include the initial 1-year period of service and potential 1-year extension. Exclude any contingencies.

Proposal Submission Requirements

One (1) electronic copy must be submitted on or before **Friday, December 13, 2024, at 5:00 PM EST** to info@tampasdowntown.com. The subject line should be labeled: "Proposal for DASH Technology Provider."

Considerations

1. Discussions may be conducted with qualified offerors who submit responses determined to be reasonably susceptible to being selected for award to clarify the solicitation requirements and assure full understanding of and responsiveness to them.
2. The Partnership reserves the right to reject any or all responses or accept what is, in its judgment, the responses which is in the Partnership's best interest. The Partnership further reserves the right, in the best interests of the Partnership, to waive any technical defects or irregularities in any and all Proposals submitted.
3. The Partnership reserves the right to investigate the qualifications of all offerors under consideration; to confirm any part of the information furnished by an offeror; and/or to require other evidence of managerial, financial, or technical capabilities that are considered necessary for the successful performance of work under a resulting contract.
4. Offerors are hereby reminded that the Partnership reserves the right to award a contract following evaluation of initial responses. Offerors should therefore ensure that they submit their best technical and price responses in their initial response submissions.
5. The Partnership shall be the sole judge of respondents' qualifications.

Scoring and Evaluation

A selection committee is solely responsible for evaluating, scoring, and selecting the desired proposal. The selection committee will score proposals based on the criteria below. Proposals will be scored on a scale of 100 points.

- Demonstration that respondents meet the minimum qualifications: 30 points
- Respondents can provide additional beneficial features for the DASH program: 10 points
- Proposals meet the estimated operational budget: 30 points
- The DASH brand can be incorporated into any app provided: 15 points
- Ability to provide in-app advertising opportunities: 15 points

Estimated Procurement Process Timeline

The Partnership expects to follow the timeline estimated below. The Partnership reserves the right to modify the timeline as we deem necessary.

- Proposal advertised: November 1, 2024
- Questions Period Ends: November 29, 2024
- Proposal Submission Deadline: December 13, 2024
- Evaluation Period Begins: December 16, 2024
- Notice of Award: January 10, 2025
- Negotiation of Professional Services Contract: January 13, 2025
- Contract Begins: March 3, 2024

Questions and Clarifications

1. All questions regarding this Terms and Conditions and procurement process must be submitted via email to Casey Bauer, Planning Coordinator, at cbauer@tampasdowntown.com, with the subject line "DASH Technology Provider Question." Q&As will be shared with all respondents. Any revisions to the proposal will be done by written addendum only. No oral answers to questions may be taken as amendments to the proposal.
2. Respondents may not speak to any other Partnership staff or Partnership board member about this procurement process.
3. The Partnership reserves the right, at its sole discretion, to release for inspection or copying any document, plan, specification, proposal or other writing submitted pursuant to this request.
4. Discussion may be conducted with responsible offerors who submit Proposals determined to be reasonably susceptible to be selected for award for purpose of clarification to assure full understanding of, and responsiveness to the solicitation

requirements.

5. The Partnership must approve all subcontractors. The agreement/contract may not be assigned without the written approval of the Partnership. The cost of proposal preparation shall be borne solely by the persons or entities submitting proposals.

Legal Disclaimers /Additional Terms and Conditions

Termination

- A. Termination for Convenience: Notwithstanding any provision herein, the Partnership may terminate this contract by written notice, in whole or in part, when it is in the Government's interest. If this contract is terminated, the Partnership shall be liable only for payment under the payment provisions of this contract for services rendered before the effective date of termination.
- B. Termination for Default: If the Contractor does not deliver supplies in accordance with the contract delivery schedule, or, if the contract is for services, the Contractor fails to perform in the manner called for in the contract, or if the Contractor fails to comply with any other provisions of the contract, the Partnership may terminate this contract for default. Termination shall be affected by serving a notice of termination on the contractor setting forth the manner in which the Contractor is in default. The contractor will only be paid the contract price for supplies delivered and accepted, or services performed in accordance with the manner of performance set forth in the contract. If the Contractor defaults in performance of this contract the Partnership has the right to withhold the disputed amounts.
- C. Opportunity to Cure: the Partnership in its sole discretion may, in the case of a termination for breach or default, allow the Contractor 10 days in which to cure the defect. In such case, the notice of termination will state the time period in which cure is permitted and other appropriate conditions.
- D. If Contractor fails to remedy to the Partnership's satisfaction the breach or default of any of the terms, covenants, or conditions of this contract within ten (10) days after receipt by Contractor of written notice from the Partnership setting forth the nature of said breach or default, the Partnership shall have the right to terminate the contract without any further obligation to Contractor. Any such termination for default shall not in any way operate to preclude the Partnership from also pursuing all available remedies against Contractor and its sureties for said breach or default.
- E. If it is later determined by the Partnership that the Contractor had an excusable reason for not performing, such as a strike, fire, or flood, events which are not the fault of or are beyond the control of the Contractor, the Partnership, after setting up a new delivery of performance schedule, may allow the Contractor to continue work, or treat the termination as a termination for convenience.

Access to Records

The following access to records requirements apply to this contract:

The Contractor agrees to provide the Partnership, or any of their authorized representatives access to any books, documents, papers and records of the Contractor which are directly pertinent to this contract for the purposes of making audits, examinations, excerpts and transcriptions.

(a) The Contractor agrees to permit any of the foregoing parties to reproduce by any means whatsoever or to copy excerpts and transcriptions as reasonably needed.

The Contractor agrees to maintain all books, records, accounts and reports required under this contract for a period of not less than three years after the date of termination or expiration of this contract, except in the event of litigation or settlement of claims arising from the performance of this contract, in which case Contractor agrees to maintain same until the Partnership, or any of their duly authorized representatives, have disposed of all such litigation, appeals, claims or exceptions related thereto.

Nondiscrimination

In accordance with Title VI of the Civil Rights Act, as amended, 42 U.S.C. § 2000d, section 303 of the Age Discrimination Act of 1975, as amended, 42 U.S.C. § 6102, section 202 of the Americans with Disabilities Act of 1990, 42 U.S.C. § 12132, and Federal transit law at 49 U.S.C. § 5332, the Contractor agrees that it will not discriminate against any employee or applicant for employment because of race, color, creed, national origin, sex, age, or disability. In addition, the Contractor agrees to comply with applicable Federal implementing regulations and other implementing requirements FTA may issue.

Race, Color, Creed, National Origin, Sex - In accordance with Title VII of the Civil Rights Act, as amended, 42 U.S.C. § 2000e, and Federal transit laws at 49 U.S.C. § 5332, the Contractor agrees to comply with all applicable equal employment opportunity requirements of U.S. Department of Labor (U.S. DOL) regulations, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor," 41 C.F.R. Parts 60 et seq., (which implement Executive Order No. 11246, "Equal Employment Opportunity," as amended by Executive Order No. 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," 42 U.S.C. § 2000e note), and with any applicable Federal statutes, executive orders, regulations, and Federal policies that may in the future affect construction activities undertaken in the course of the Project. The Contractor agrees to take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, color, creed, national origin, sex, or age. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or

recruitment advertising, layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. In addition, the Contractor agrees to comply with any implementing requirements FTA may issue.

Age - In accordance with section 4 of the Age Discrimination in Employment Act of 1967, as amended, 29 U.S.C. § 623 and Federal transit law at 49 U.S.C. § 5332, the Contractor agrees to refrain from discrimination against present and prospective employees for reason of age. In addition, the Contractor agrees to comply with any implementing requirements FTA may issue.

Disabilities - In accordance with section 102 of the Americans with Disabilities Act, as amended, 42 U.S.C. § 12112, the Contractor agrees that it will comply with the requirements of U.S. Equal Employment Opportunity Commission, "Regulations to Implement the Equal Employment Provisions of the Americans with Disabilities Act," 29 C.F.R. Part 1630, pertaining to employment of persons with disabilities. In addition, the Contractor agrees to comply with any implementing requirements FTA may issue. The Contractor also agrees to include these requirements in each subcontract financed in whole or in part with Federal assistance provided by FTA, modified only if necessary to identify the affected parties.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion
Primary Covered Transactions. [This certification applies to the offer submitted in response to this solicitation and will be a continuing requirement throughout the term of the prime contract.]

In accordance with the provisions of Appendix A to 49 Code of Federal Regulations (CFR) Part 29, the offeror certifies to the best of its knowledge and belief, that it and its principals:

are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;

have not within a three-year period preceding this offer been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes, or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;

are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (1)(ii) of this Certification; and

have not within a three-year period preceding this offer had one or more public transactions (Federal, State, or local) terminated for cause or default.

Where the offeror is unable to certify to any of the statements in this certification, the offeror shall attach an explanation to this offer.

Lower Tier Covered Transactions. [This certification applies to a subcontract at any tier expected to equal or exceed \$25,000 and will be a continuing requirement throughout the term of the prime contract.]

In accordance with the provisions of Appendix B to 49 Code of Federal Regulations (CFR) Part 29, the prospective lower tier participant (subcontractor) certifies, by submission of this offer, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

The Certification required by subparagraph (b), above, shall be included in all applicable subcontracts and a copy kept on file by the prime contractor. The prime contractor shall be required to furnish copies of certifications to the Contracting Officer upon the Contracting Officer's request.

Attachments:

Attachment A: Service Coverage Map

Attachment B: DASH Brand Guidelines



DOWNTOWN AREA SHARED HUBS



— SSD Boundary

○ DASH Hub

VOLUME NO. 1

Brand Guidelines

SEPTEMBER 2023

DASH

SECTION 1

Logo Usage

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- 6 | Logo Use Restrictions
- 7 | Logo Color Treatment

SECTION 2

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SECTION 3

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SECTION 1

Logo Usage

Primary Logo

This is the primary logo for DASH and will serve as the face of our brand.

The intertwining letterforms represent how DASH provides connectivity and transportation to the Tampa market.

The position, size, color and typography of the logo, as well as its internal spatial relationships, are essential characteristics of the design. Never alter the logo in any way, and use only approved artwork when reproducing the logo.

Icon

The icon D can be used as a standalone mark in instances where brand recognition has already been established.

Examples include but are not limited to:

- Employee uniforms, hats, etc.
- On secondary pages of website or printed communications

Secondary Logo

The secondary logo can be used in instances where the primary logo + a slogan is needed.



PRIMARY LOGO

ICON



SECONDARY LOGO

For brand consistency and visibility, it's important for the logo to follow certain guidelines with regards to size and placement. These rules must be followed across all media types, including marketing, advertisements, and in-house collateral.

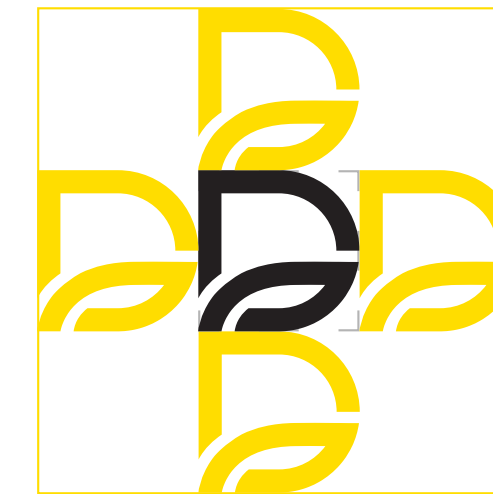
Lockup
The arrangement and placement of the components in the logo are fixed. Do not adjust spacing.

Clear Space
Always keep clearance around the logo equal to the width of the D icon on all four sides.

Minimum Size
The logo should never be used smaller than 1.5" wide in print and 110 pixels digitally (with the exception of favicons and social media icons).



LOGO CLEAR SPACE



ICON CLEAR SPACE



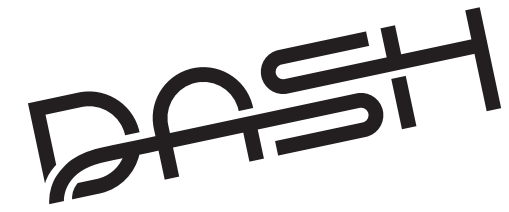
LOGO CLEAR SPACE



PRINT AND DIGITAL MINIMUM SIZES



In order to maintain the integrity and consistency of the brand identity, do not alter, abbreviate, or compromise the established logo design.



DO NOT ROTATE



DO NOT OUTLINE



DO NOT STRETCH OR ALTER PROPORTIONS



DO NOT USE NONBRAND COLORS OR 2 DIFFERENT COLORS TOGETHER



DO NOT PLACE ON COMPLEX BACKGROUNDS



DO NOT REVERSE THE LOGO AGAINST A LIGHT BACKGROUND



DO NOT REARRANGE

The logo family appears yellow on a black background, or inverted, yellow on a black background.

Black on color

Use the black logo on lighter backgrounds to ensure there's enough contrast for visibility.

White on color

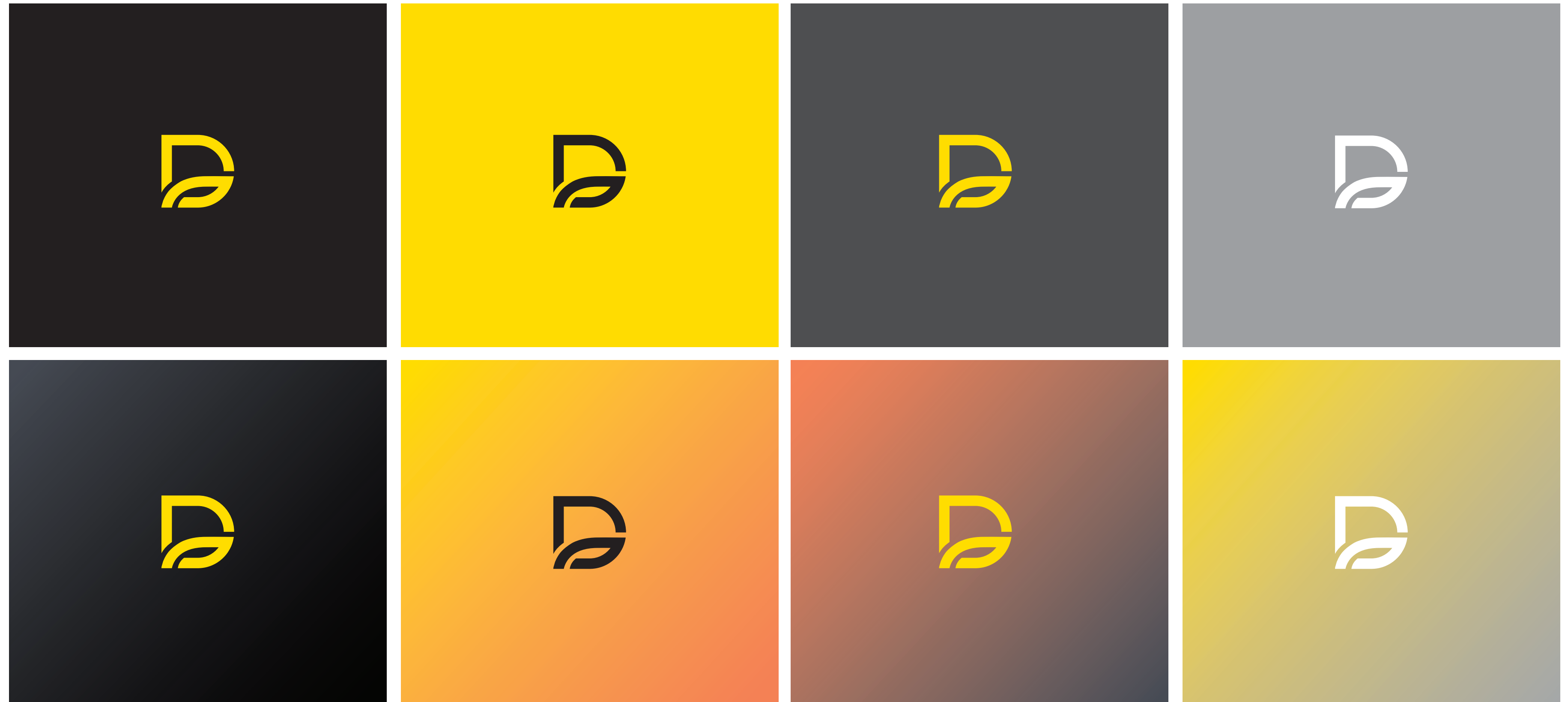
Use the white logo on darker and more muted backgrounds to ensure there's enough contrast for visibility.

Color on color

It's possible for a colored logo to be used on a colored background. Color combinations should be complementary and high-contrast, and must also align with the brand aesthetics.

On the right are some suggested color combinations. Pre-approved brand colors are on page 9.

Never use two different colors within the logo lockups.



SECTION 2

Visual Cues

Pantone: P 4-8
CMYK: 0, 10, 100, 0
RGB: 255, 221, 0
Hex: #FFDD00

Pantone: Black 7C
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
Hex: #000000

Pantone: Cool Gray 10 C
CMYK: 40, 30, 20, 66
RGB: 99, 102, 106
Hex: #474C55

Pantone: 2024 C
CMYK: 0, 61, 70, 0
RGB: 245, 129, 86
Hex: #F58156

Pantone: Cool Gray 6 C
CMYK: 16, 11, 11, 27
RGB: 167, 168, 170
Hex: #A4A7A9

Gradients can be used as backgrounds or accents to graphic compositions.

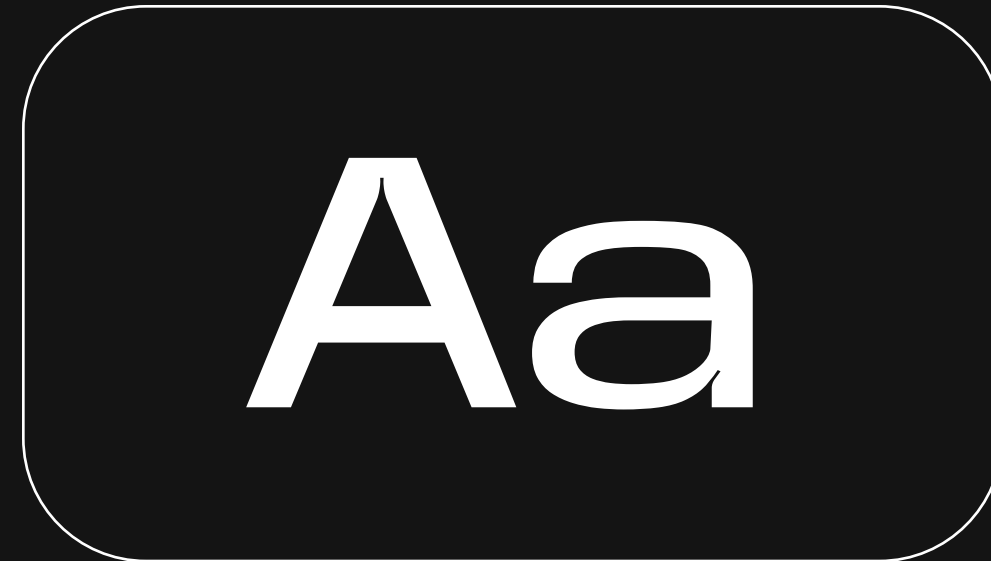
Refer to page 7 for color combinations with gradients.



Primary Font: Base Neue Expanded Medium. This font is used for the primary messaging on communication and marketing pieces.

Subhead Font: Base Neue Expanded Medium All Caps. This font is used for secondary titles and headers.

Body Copy Font: Montserrat Regular and Bold can be used for paragraphs of text.



PRIMARY FONT

Base Neue
Expanded Medium

➔ Available for purchase at power-type.com/base-neue/

SUBHEAD FONT

BASE NEUE EXPANDED MEDIUM
ALL CAPS

BODY COPY FONT

Montserrat Regular & Bold (if needed for contrast)

Lorem Ipsum ahenihici nonet, que modic tem. Consequenisciat quam qui omnienissus. Xim ea abo. Itat odit remporernam voluptur mincimp eruptatis rem fugia quis sum aut que nimentu riamend itatentest eosandiatium.

➔ Available for download at Adobe Typekit & Google Fonts

SECTION 3

Sample Applications







