



METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

April 21, 2020

Mr. Victor Fani
RideAmigos
230 Pacific St, Suite 202
Santa Monica, CA 90405
victor.fani@rideamigos.com

Re: **RFQ# 8014, Transportation Demand Management (TDM) Software or Platform**

Dear Mr. Fani:

The Metropolitan Government of Nashville and Davidson County (Metro) has completed the evaluation of submitted solicitation offer(s) to the above RFQ# 8014, Transportation Demand Management (TDM) Software or Platform. This letter hereby notifies you of Metro's intent to award to **RideAmigos**, contingent upon successful contract negotiations. Please provide a certificate of Insurance indicating all applicable coverages within 15 business days of the receipt of this letter.

If the Equal Business Opportunity (EBO) Program requirements were a part of this solicitation, the awardee must forward a signed copy of the "Letter of Intent to Perform as Subcontractor/Subconsultant/Supplier/Joint Venture" for any minority/women-owned business enterprises included in the response to the Business Assistance Office within two business days from this notification.

Additionally, the awardee will be required to submit evidence of participation of and contractor's payment to all Small, Minority, and Women Owned Businesses participation in any resultant contract. This evidence shall be submitted monthly and include copies of subcontracts or purchase orders, the Prime Contractor's Application for Payment, or invoices, and cancelled checks or other supporting payment documents. Should you have any questions concerning this requirement, please contact **Jerval Watson**, BAO Representative, at **615-862-5461** or at **Jerval.Watson@nashville.gov**.

Depending on the file sizes, the responses to the procurement solicitation and supporting award documentation can be made available either by email, CD for pickup, or in person for inspection. If you desire to receive or review the documentation or have any questions, please contact Buyer **Terri Ray** by email at **terri.ray@nashville.gov** Monday through Friday between 8:30am and 3:30pm.

Thank you for participating in Metro's competitive procurement process.

Sincerely,

A handwritten signature in blue ink that reads "Michelle A. Hernandez Lane".

Michelle A. Hernandez Lane
Purchasing Agent

Cc: Solicitation File, Other Offerors

Pursuant to M.C.L. 4.36.010 Authority to resolve protested solicitations and awards.

A. **Right to Protest.** Any actual or prospective bidder, offeror or contractor who is aggrieved in connection with the solicitation or award of a contract may protest to the Purchasing Agent. The protest shall be submitted in writing within ten (10) days after such aggrieved person knows or should have known of the facts giving rise thereto.

Procurement Division

730 Second Avenue South, Suite 112
P.O. Box 196300
Nashville, Tennessee 37219-6300

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RFQ 8014 - Transportation Demand Management (TDM) Software or Platform

SCORING

Round 1

Evaluation Criteria/Offeror	Agile Mile, Inc	AssetWorks	RideShark Corporation	RideAmigos
Project Experience (25 Points)	19	14	25	19
Product Information (35 Points)	28	20	30	30
Methodology and Approach (40 Points)	30	30	35	28
Round 1 Subtotal (100 Max Points)	77	64	90	77

Round 2

Evaluation Criteria/Offeror	Agile Mile, Inc	AssetWorks	RideShark Corporation	Right Click Solutions DBA RideAmigos
Demonstrations (50 points)	38	N/A	23	48
Cost (50 Points)	22.07	N/A	30.18	40
Round 2 Subtotal (100 Max Points)	60.07	Not Shortlisted to Round 2	53.18	88

Round 1 & Round 2

Total Round 1 and Round 2 (200 Points)	137.07	64	143.18	165
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Solicitation Title & Number		RFP Cost Points	RFP SBE/SDV Points	Total Cost Points	
RFQ #8014 Transportation Demand Management Software		40	10	50	
Offeror's Name	Total Bid Amount	SBE/SDV Participation Amount Proposed	RFP Cost Points (40 Max)	RFP SBE/SDV Points (10 Max)	Total Cost Points (35 Max)
Agile Mile	\$270,000.00	\$0.00	22.07	0.00	22.07
RideShark	\$197,500.00	\$0.00	30.18	0.00	30.18
Right Click Solutions DBA RideAmigos	\$148,999.80	\$0.00	40.00	0.00	40.00

RFQ 8014 - Transportation Demand Management (TDM) Software or Platform

JUSTIFICATION

Agile Mile, Inc.

Strengths – Proposed subcontractors that have already demonstrated proven experience in the Nashville market. Proposed solutions offer rewards for logging trips for users. Proposal demonstrated the use of reports for benefits and tracking purposes. Proposed product tracks actual trips. Proposal offered sponsored rewards at no additional expense to Metro. Proposal offers tech support for users which is less support that Metro would have to provide. Proposed that Metro would get own iOS and Android app. Proposed solution offers full multimodal searching ability along with an emergency ride home program. Demonstration was comprehensive while thoroughly walking through each element on screen, including a direct demo of the mobile app and showed examples from other cities. Demonstration clearly showed how a user would go about using the software, from setting up a profile to searching for routes/matches. Demonstrated carpooling functionality that appears to be easy to use. Clearly demonstrated and explained how rewards work. Demonstration showed tracking calendar, and how all the functionality works. Demonstration showed overlays for other applications such as park n ride and bikeshare. Demonstrated (GRH) and challenge functionality that shows 30 different metrics for the commuter challenge. Clear demonstration of all the reporting options along with filters options. Demonstration showed a list view in addition to map view which can be read by visually impaired.

Weaknesses – Proposal failed to include resumes as requested in the solicitation. Proposed solution is an off the shelf product with no ability for customizations. Proposal lacked detail related to commuter challenge management functionality. Proposal offered no test environment and stated that there would be 10-12 upgrades a year with advanced notice only for major upgrades. Proposal lacked detailed experience compared to other offerors and appeared as though not as much thought was put into implementation meaning that much of the implementation would be up to Metro. Proposal included aggressive implementation plan. Proposal demonstrated that solution would automatically put in enterprise vans pools which leaves concerns about integration of enterprise vanpools and impact on the TMA Group's VanStar program (which is WeGo Public Transit's Vanpool program). Since Nashville Connector budget does not include funding for incentives, Metro would not be using the Hytch dashboard account. If employers wish to use the Hytch dashboard to incentivize their employees, a service fee to Hytch would be required which concerns Nashville Connector because it may mean that the employer would be investing in Hytch instead of buying transit passes, vanpool passes or other transportation benefits. Only rewards first two trips of the day and does not include gamification. No phone support for users, only email. Only one account manager assigned to help support. Only staff will have access to dashboards which puts more on Planning Department. A few minor typos in proposal. Failed to address employer features. App is intuitive but does not appear to allow for customization. Does not work with (GTFS) so Metro would have to integrate local transit options with Google transit for it to show up in proposed app. The demonstration of the subcontractor application was much less clear and did not show much of how things worked. Some of the demonstration were screen shots instead of an actual demonstration. Material presented at demonstration and as part of the response to demonstrations was more about the program itself, more of a sales pitch, and not about how it works. At times it was very unclear what subcontractor was talking about. When questions were asked to the subcontractor during the demonstrations, the responses were unclear. Subcontractor does not do honor system only live tracking which seems counter to Agile Mile's app. Proposed mostly coupon type rewards which are weak incentives compared to other offerors. Demonstrated google transit functionality but didn't show how they integrate with Nashville's transit options. Failed to submit response to questions asked during demonstrations as required by the evaluation criteria.

RFQ 8014 - Transportation Demand Management (TDM) Software or Platform

JUSTIFICATION

RideShark Corporation

Strengths – Proposal demonstrated comprehensive experience with Transportation Demand Management System compared to other offerors. Proposal offered various options for logging trips. Proposal offered in person training. Proposal offered strong carpool matching that was more multimodal focused than rewards focus. Proposed solution offers multimodal trip logging (including telework) and can track live trips. Proposed solution can compare all modes at once when planning a trip. Proposed SAAS out of the box solution that appears more customizable than other solutions. Proposal demonstrated an option for customers to choose new functionality if desired. Proposed solution as the ability to take payments in app. Ability to immediately start utilizing product internally. Proposed solution offers commuter challenge ability including a separate module. Proposed solution offers subsites for grouping members. Unlimited number of users for proposed solution. Proposed solution has ability to link to VanStar and integrate with social media. Proposal demonstrated strong customer service and tech support plan. Demonstration showed that proposed solution was configurable allowing the ability to choose what information we want from the user profile. Demonstration revealed a very detailed calendar function. All communication is done within proposed salutation app, not external email, app has real time chat. Proposed solution offers and showed in demonstrations offers ability to call by using the app (if the person has been approved to do so), so it doesn't reveal the phone number. Proposed solution has ability to true multimodal commute matching via GTFS feeds. Proposed solution offers and showed in demonstrations a hybrid app which is more customizable and not just a template that Metro would have to fit. The proposed incentive program solution includes contests, milestones (badges) and actual gift cards rather than just coupon style discounts and is managed by Tango (digital gift card software company). Proposed solution offers and showed in demonstrations that codes for ERH can be used and user can upload receipts.

Weaknesses – Proposal included aggressive implementation plan. Proposed solution is less robust compared to other offerors. Emergency Ride Home is not automatically integrated into proposed solution so user must upload receipts. Proposed solution stores credit card data which has serious security concerns for Metro. Proposed solution offers single trip matching which is not what Metro is promoting. Demonstration failed to mention how it can work with employers to customize rewards programs. Proposed solution offers incentive functionality, but demonstration failed to provide incentives themselves. Overall demonstration was tough to following and how it would equate to the user experience. Demonstration of the multimodal commute matching via GTFS feeds was difficult to follow. Demonstration of product on the screen was hard to see because it appeared small and blurry. Demonstration of proposed solution included future functionality that didn't exist yet. Demonstration was spent time on single trip and event functions, which is not scope focus. During demonstration, offeror talked about various elements, but these were not shown step by step on screen. Some screen demonstrations were jumpy, not the correct view being talked about. Demonstration of mobile app was not direct; was replicated in browser. Demonstration showed reports that were complicated. Demonstration did not show if metrics were displayed on our site or people's personal dashboard. Demonstration showed live map feature where users can literally see where everybody is, that seems to potentially have privacy implications. Demonstration showed a picture and name of the person, and what route that person is about to take (seems like a big privacy concern). Proposed solution demonstrated did not seem super intuitive and seemed kind of complex requiring a steep learning curve for both users and admins. During demonstration, offeror spent a lot of time criticizing the other programs which is not productive in showing what their product can do and comes off as defensive. During demonstrations, offeror left no additional time for questions. Failed to submit response to questions asked during demonstrations as required by the evaluation criteria.

RFQ 8014 - Transportation Demand Management (TDM) Software or Platform

JUSTIFICATION

Right Click Solutions dba RideAmigos

Strengths – Proposal demonstrated an understanding that TDM is about changing behavior. Big focus on the reward/incentive portion and offers a program for employers to offer individualized incentives for an additional fee. Proposed solution good on reporting functionality and very user friendly with engaging visuals. Proposed solution is accessible on all devices with web access. Proposal included use of ESRI Mapping functionality which allows for custom map layers to be added. Proposal demonstrated an understanding of Metro’s needs and has relevant experience meeting those needs. Proposal demonstrated a full understanding of trip logging, including telework. Proposed solution offers incentive functionality, but demonstration failed to provide incentives themselves. Proposed solution has passive trip tracking ability. Proposed solution can integrate with Enterprise, but not automatic. Proposed solution can provide a connection to VanStar if a public API is available. Offers a dedicated account manager. Proposed solution can add custom programs like the Commuter Challenge, GRH, Parking Cash out, etc. Demonstration started with their mission that matches Nashville Connector’s which demonstrated a good understanding of the overall purpose. Demonstration was clear and thorough, walked through each element, specifically addressed each the scope elements. Demonstration showed how the website can display metrics. Demonstrations walked through the trip search feature; showing each mode. Proposed solution has real time traffic layer/open trip planner and open street maps/showed overlays (bikeshare, etc.). Proposed solution can pull from GTFS and GBFS/daily updates to trip routing. Proposed solution has manual and automatic trip tracking that uses a geofence for home/work locations. Demonstration walked through registration, messaging, user dashboard in detail. Demonstration walked through Challenge, GRH, rewards and incentives, trip logging along with showing gift card integration with Tango. Very customizable incentives system with milestones, badges, instant rewards, system workflow rewards, etc. Proposed solution has built in survey module and allows anyone to fill out even if the user is not registered. Proposed solution has bulk email and mass mailings tools. Commuter Challenge allows publicly accessible leader boards that could be shared in marketing materials (money saved, CO2s, etc.). Demonstrated Denver and Bay Area Commuter Challenge marketing materials which demonstrated the ability and understanding of challenges. During demonstration, used actual demo of app, a little rushed but was on an actual phone, went through trip tracking and review in good detail. Demonstration of email tool, reports, surveys, badges, van management, roster management, and very flexible registration process. Ability to do public vanpools as well as employer vanpools. Offers networks for employers with custom landing pages for employees with management access for each employer, including reward and challenge tools. Demonstrated the flexibility for users to show trips only to those in their own network or same employer. Demonstrated the ability to integrate with waze, scoop and strava. Offers a Ride Amigos Academy with office hours and hosts an annual online TDM conference free of charge. Concluded demonstration with comments from CEO and a reference back to the overall mission.

Weaknesses – Proposal failed to provide a response to litigation. Proposal included aggressive six-week implementation plan that appeared to be unrealistic. Gantt project schedule did not flow well and did not include time for discovery and analysis as they mentioned previously. Proposal had a few typos. Proposed solution did not include details as it relates to how the reporting works, dashboards, etc. Proposal did not go into detail about how the incentives work and requires Metro to add funding for incentives. Proposal did not provide specific details on delays or interruptions from software upgrades and updates and did not explain how testing/changes would occur. Demonstrations did not appear to be strong on trip matching. Demonstration of product on the screen was hard

RFQ 8014 - Transportation Demand Management (TDM) Software or Platform

JUSTIFICATION

Right Click Solutions dba RideAmigos (continued)

to see because it appeared small and blurry. Emails occur outside the application with proposed solution. Does not have unique app, uses Ride Amigos app that would then connect to Nashville Connector. Proposal included exception around the source code escrow which is a risk associated with having a custom developed software in the event the company goes out of business, etc. Failed to submit response to questions asked during demonstrations as required by the evaluation criteria.

AssetWorks

Strengths – Proposed solution offered gamification. Proposed solution can save trips as templates. Proposed solution is designed for employers and can create unlimited customized subsites. Proposed solution can integrate with WeGo and VanStar. Proposal demonstrated a formal upgrade process with weekly upgrades. Proposal offers a monthly newsletter for communicating to clients and users. Proposed solution available on all browsers, mobile devices & IOS and android apps. Proposal offered in person training and unlimited tech support or training via phone and single point of contact.

Weaknesses – Proposal lacked detailed Transportation Demand Management experience of similar complexity. Product Information submitted did not offer a mobile application. Proposed solution would require use of multiple website rather than a central website for users. Proposed TDM functionality that will be coming out in 2020 but ability not currently in place. Proposal demonstrated that several Metro resources would be required as part of implementation. Proposed solution is not customizable. Proposal included aggressive implementation plan. Proposal demonstrated a lack of understanding of scope in that they appeared to be proposing combining Metro with WeGo and VanStar as one operation with a single shared database that multiple websites would access. Proposed product suited to transportation providers than Metro's programs. Proposed solution demonstrated a focus on matching, not much information about tracking. Customer support would have to be provided by Metro. Proposed solution has fewer features than the others, and more things would be add-on modules to purchase. Proposed solution has incentive functionality but does not provide the incentives currently. Trip module of proposed solution is not in line with our solicitation in that it appears to promote ride hailing which is not one of our goals. Proposal demonstrated that data, including mapping, would need to be provided by Metro. Proposal did not provide the benefit information that can be tracked within the proposed solution. Proposed mobile app was just introduced in 2019. Proposal demonstrated a less developed overall solution compared to others.