

# REQUEST FOR INFORMATION

## RIDE SHARING SERVICES

**RFI NO. 2017-38**



### **The Town of Miami Lakes Council:**

**Mayor Manny Cid**  
**Vice Mayor Tony Lama**  
**Councilmember Luis Collazo**  
**Councilmember Timothy Daubert**  
**Councilmember Ceasar Mestre**  
**Councilmember Frank Mingo**  
**Councilmember Nelson Rodriguez**

Alex Rey, Town Manager  
The Town of Miami Lakes  
6601 Main Street  
Miami Lakes, Florida 33014

**DATE ISSUED: April 20, 2017**

**CLOSING DATE: 11:00AM May 11, 2017**

## 1. Introduction

This is a Request for Information (“RFI”) and is not a commitment on the part of the Town of Miami Lakes (“Town”) to enter into any contract. This RFI is intended to gain information from companies providing ride sharing services to assist the Town in implementing the services described in this document. Companies responding to this RFI may be contacted to discuss their responses as well as obtain any additional information that may assist the Town.

This RFI should not be construed as an intent, commitment or promise to acquire or purchase the proposed solution from a vendor. The information obtained through this RFI may or may not be used in a future procurement opportunity that may include, but is not limited to; development of a request for proposals (RFP), invitation to bid (ITB), invitation to negotiate (ITN), or it may be used to enter into contract with a particular respondent. Providing a response to the Town does not in any way give an advantage to any vendor.

The Town will not pay for the preparation and submission of any information nor the Town’s use of such information. Responses are solicited regarding every aspect of the scope of services. The Town will not critique responses, and the RFI should not be used by interested parties to market their products/services. Proprietary information is not being solicited; however, if proprietary information is submitted it will be subject to the State of Florida Public Records statutes.

No scoring or ranking of the Responses will be performed by the Town.

## 2. Purpose

The Town is seeking responses from ride sharing providers who are currently providing ride sharing programs to public entities in an effort for the Town to develop a program to replace its on-demand bus ride service.

This RFI has been issued for informational purposes only and the Town makes no implied or in fact contract by issuing the RFI. The Town is not seeking or will it accept unsolicited proposals in response to this RFI.

## 3. Responses to the RFI

Responses are to be submitted using the following format:

**Part 1. Introduce your Company** – tell us who you are, provide contact information, including name, email address and telephone number, and let us know if you are interested in providing ride sharing service for the Town.

**Part 2 – Capabilities and Experience** - Provide an overview of your company and the ride sharing services it provides. Include your experience in providing ride sharing services for other public entities<sup>1</sup> that are consistent with the type of services the Town is seeking to provide. Include the following details relative to any similar programs you are currently providing:

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<sup>1</sup> The term “public entity” also includes any public agencies such as; public authorities, public transit, aviation author, etc.

- a. Name of the public entity
- b. Scope of services provided
- c. Year started, total number of years of service and if the services are still being provided
- d. Number of individuals served on a monthly and annual basis.

#### **4. Approach**

Based on the Background and Overview section of the RFI please provide an overview of how you would propose to meet the needs of the Town and its residents. The overview should include and recommendations to enhance the scope of services to provide an effective program and can also include multiple alternative or approaches to providing the services. Include any information on implementation, management, any technology, etc. that would enhance the delivery of service that your company could provide.

#### **5. Response Requirements**

Responses are to be kept to five (5) pages or less. Brochures and marketing material is not to be included in the Response. Do not provide any confidential information or documents as the Responses are public records and will be made available consistent to the State of Florida Public Records laws.

The Town will not establish a list of pre-qualified firms for any future related procurement any company that did not respond to this RFI will be eligible to participate.

#### **6. Questions or Requests for Clarifications/Information**

Any questions or requests for clarification or information should be submitted at least ten (10) days prior to the closing date of the RFI. Such requests must be submitted in writing to [procurement@miamilakes-fl.gov](mailto:procurement@miamilakes-fl.gov). The Town will review any requests and determine if a formal response should be issued. If a response is issued it will be posted on the Town's website at [http://miamilakes-fl.gov/index.php?option=com\\_content&view=article&id=289&Itemid=278](http://miamilakes-fl.gov/index.php?option=com_content&view=article&id=289&Itemid=278) and DemandStar at [www.DemandStar.com](http://www.DemandStar.com).

Companies are not to contact any Town department, employee or elected official regarding this RFI.

*Pursuant to subsection (t) "Cone of Silence" of Section 2-11.1 "Conflict of Interest and Code of Ethics Ordinance" of Miami Dade County, public notice is hereby given that a "Cone of Silence" is imposed concerning this solicitation. The "Cone of Silence" prohibits communications concerning RFP's, RFQ's or Bids, until such time as the Town Manager makes a written recommendation to the Town Council concerning the solicitation.*

*Failure to comply with the "Cone of Silence may result in the rejection of a Response. For additional information concerning the "Cone of Silence please refer to Section 2-11.1 of Miami Dade County Code.*

#### **7. Submittal of Responses**

Respondents are to submit three (3) hard copies and 1 electronic copy via a CD-ROM or flash drive.

Responses should be submitted in a sealed packaging plainly marked on the outside as:

- Request For Information – Ride Sharing Services
- RFI# 2017-38 – Due May 11, 2017 at 11:00 am

Responses are to be submitted no later than May 11, 2017 by 11:00 am to the Town Clerk's Office, located at 6601 Main Street, Miami Lakes, Florida 33014.

Respondents will not be provided any details on the Town's review of the submittals.

## **8. Overview and Background**

### **a. Town Overview:**

When it incorporated in December 2000, the Town of Miami Lakes became the 31st municipality in Miami-Dade County. Miami Lakes is home to approximately 30,000 residents and more than 1,700 businesses. The Town is located in Northwest Miami-Dade County on both sides of the "big bend" along the Palmetto Expressway. Conveniently located just 16 miles North of Downtown Miami and 10 miles from Miami International Airport, the Town encompasses approximately 6.8 square miles.

The boundaries are NW 170th Street and the Palmetto Expressway (SR 826) to the North; NW 138th Street to the South; NW 57th Avenue (Red Road) to the East; and Interstate 75 to the West.

### **b. Background:**

The Town currently spends about \$75K per year to fund the operation of a free on-demand bus service. On-demand bus runs from 8am-3pm Monday through Friday.

With only one bus, trips are booked every 15 minutes; therefore only allowing the Town to service about 30 trips per day (15 roundtrips), with most users being seniors and youth.

### **c. Trip restrictions are:**

- No restrictions on the type of users (age, disability, resident, etc.)
- No restrictions on trip purpose
- Trip must be booked with the Town 24 hours in advance
- Trip must begin and end within Town boundaries

### **d. Goal:**

To partner with a ride sharing service provider to deliver a better service (more trips per day) at a lower cost to the Town, and deliver multiple trips at the same time.

By using these service providers, the Town would be able to offer this service to many more residents at a cheaper cost. At some point, the Town may need to develop criteria for the rider (seniors, disabled, etc.)

### **e. Scope of services:**

1. Trips will be booked in advance by the Town

2. Trips can be restricted to within Town boundaries
3. Town has control of the rides booked and the pick-up and drop off locations
4. Town has the ability to monitor costs by managing the online bookings and be able to limit the number of trips per day
5. Town will like to establish a flat rate for each ride, thereby having better control of the budget
6. Town would prefer a routine set of drivers as senior become more comfortable with a driver that they know.
7. All drivers must have pass background check and vehicles will be insured.
8. Auditing tools available to the Town to track trip routes, time, driver's name, passenger's name, etc.