SOUTH FLORIDA COMMUTER SERVICES CONTRACT

SCOPE OF SERVICES

1.1 Purpose
The South Florida Commuter Services VENDOR (hereinafter referred to as Vendor) for the Florida Department of Transportation (hereinafter referred to as FDOT), shall provide marketing, planning and engineering services that support the implementation of a state-of-the-art Transportation Demand Management (TDM) Program. The program will promote congestion relief, access and mobility across the region. FDOT will provide an Office of Modal Development (OMD) Project Manager for the administration of the terms of this contract.

1.2 Region Covered
The region covered by this scope consists of Miami-Dade, Broward, Palm Beach, Martin and St. Lucie Counties. Work performed in this contract will be provided to both FDOT Districts 4 and 6. The OMD Project Manager will be provided by FDOT’s District 4. District 6 Public Transportation Office will provide oversight for work relating to the District 6 area. The OMD Project Manager will manage coordination between the Vendor and other FDOT offices and groups.

FDOT reserves the right to approve individuals or sub-consultants proposed by the Vendor for work under this contract.

1.3 Basic Services – includes, but is not limited to the following:

1.3.1 Operations/Technical
1. Operate an effective computerized carpool, vanpool and Park and Ride matching program in the service area by maintaining the Ride-Pro software system (or an equivalent software system approved by FDOT), 1-800-234-RIDE.com website, toll-free 1-800-234-RIDE (7433) telephone service and staffed call center.

2. Operate an effective Emergency Ride Home (ERH) program that provides taxi service free (not including gratuity) for commuters in the region in the event of personal / family emergency or unscheduled overtime. This includes negotiating agreements with taxi service providers, registering eligible commuters, issuing vouchers, verifying legitimate use of vouchers, and establishing the necessary coordination with the OMD Project Manager.

3. Provide technical assistance to private and public sector employers in the development and implementation of TDM programs and strategies. This includes, but is not limited to, parking management strategies and the identification and training of Employee Transportation Coordinators (ETCs). The ETCs will be responsible to coordinate with South Florida Commuter Services staff to establish TDM programs in their places of employment.

4. Coordinate with Florida’s Turnpike, District 6, Traffic Operations staff and the Smart SunGuide Transportation Management Centers/511 on the monitoring, evaluation and reporting of express lanes. Provide assistance on technical issues regarding violations and High Occupancy Vehicle (HOV) 3+ carpool, hybrid and vanpool registrations.
5. Provide technical assistance to the Metropolitan Planning Organizations (MPOs) or other entities on the expansion and enhancement of a commuter services program. Assist FDOT and MPOs in implementation of programs, including the incorporation of TDM in plans, such as Transit Development Plans and Long-Range Transportation Plans for potential long-term funding.

6. Make public presentations/speeches addressing TDM issues and activities to transportation boards and committees associated with FDOT Districts 4 and 6, MPOs, Transportation Management Associations (TMAs), the South Florida Regional Transportation Authority (SFRTA) and any other pertinent boards or committees.

7. Coordinate with FDOT Traffic Operations Department and local transit agencies on implementation of Advanced Public Transportation Systems (APTS) and Intelligent Transportation Systems (ITS) technologies.

8. Develop a system to evaluate the effectiveness of the South Florida Commuter Services Program that includes performance measures for establishing goals and objectives so that strategies for improvement can be identified/defined on a regular basis.

9. Provide technical assistance and support to transit service providers’ activities within the service area to increase the utilization of alternative modes. This is including, but not limited to Park and Ride lots, shuttle services, managed lanes and express bus service.

10. Coordinate program information, marketing and public outreach efforts with governmental agencies, public and private transportation operators and employer-based coordinators in the multi-county area.

11. Maintain and/or recommend improvements to existing ridesharing programs.

12. Assist in the development of TMAs and Transportation Management Initiatives (TMIs).

13. Provide any technical assistance and support to any new TMAs/TMIs or other Commuter Assistance Program (CAP) which may form under the auspices of FDOT.

14. Assist with highway design plans for motorist information signage on major roadways.

15. Maintain and expand effective School Pool Program (District 4 only) to reduce Vehicle Miles Traveled to/from schools and increase accessibility on school campuses. This is including, but not limited to, the following activities:
   a. Coordinate with School Boards and any other pertinent entities.
   b. Solicit participation from pertinent individuals or groups.
   c. Provide public outreach at school and community events.
   d. Maintain and improve School Pool Manual to provide tools for implementing program by school staff.
1.3.2 Marketing
1. Develop marketing plan addressing Department priorities and in partnership with other agencies.

2. Create a public information/marketing program for employers and commuters to provide information about commuter services and TDM options in South Florida.

3. Make public presentations/speeches to promote commuter services and TDM options (e.g. mass transit, carpooling, vanpooling, bicycling/walking, telecommuting, Emergency Ride Home, 511 traveler information, School Pool, etc.) to individuals using single occupancy vehicles (SOV) for commute trips.

4. Establish the necessary communications and coordinate with the South Florida Vanpool Program (SFVP) to assist employees in establishing vanpools with company-owned, employee-owned or third party owned vans. This includes, but is not limited to, inviting SFVP to promotional events and providing leads of potential vanpool participants to SFVP. (Company-owned and employee-owned vans are not eligible for subsidies provided by SFVP.)

5. Develop and create artistic services, which may include, but are not limited to the design and production of brochures, maps, handouts, displays, exhibits, posters, audio visual and video materials, public service announcements and other public relations and marketing activities as required by the FDOT.

6. Coordinate with local print and television media for continued positive press, which may include, but is not limited to, developing Public Service Announcements and press releases.

1.4 Optional Services – Planning, engineering, marketing and other services on an as needed basis as authorized in writing by the Department.

1.4.1 Planning and Engineering
1. Prepare design plans for Safe Routes to School traffic management projects and sidewalk projects.

2. Provide technical assistance in the review of transportation elements in local government comprehensive plans and amendments, Evaluation and Appraisal of Reports (EARs) and concurrency management systems.

3. Provide reviews and recommendations on MPO Long Range Transportation Plan (LRTP), Transportation Improvement Programs (TIPS) and amendments, Planning and Conceptual Engineering (PACE) studies and other study scopes and technical reports.

4. Create and execute an implementation program for integration of TDM strategies with local government land development codes/regulations (e.g. zoning, land development codes, concurrency and subdivision regulations).

5. Conduct studies regarding transit services and TDM services including Park and Ride planning on an as-needed basis.
1.4.2 Marketing
1. Prepare marketing action plan for Managed Lanes, HOV Lanes and Park and Ride facilities. This will include coordination with other groups within FDOT and local agencies.

2. Assist FDOT and local transit providers in branding specialized services.

3. Maintain and expand Top Businesses for Commuters Program.

4. Develop other customer services that will benefit the multi-county area.

1.4.3 Other Services
1. Provide assistance to FDOT staff to enhance their knowledge of Commuter Assistance services and related projects (e.g. Transportation Day and support to Employee Transportation Coordinator).

2. Coordinate with the SFVP to establish and manage an effective vanpool program for FDOT staff at the request of the Department, if needed.

1.5 Program Evaluation and Coordination
Meet all requirements, as outlined in the FDOT Commuter Assistance Program Procedure (No. 725-030-008) and other applicable FDOT procedures, rules and policies. Highlights of these requirements follow:

1. Prepare an annual work plan consistent with Department procedure that includes an organizational chart, project budget, program goals, measurable objectives, strategies and activities.

2. Prepare quarterly reports to include the following:
   - Number of commuters requesting assistance.
   - Number of commuters switching from single occupant vehicles.
   - Number of vehicle trips eliminated.
   - Number of employer contacts and participants in ridesharing database.
   - Number of carpools and vanpools in service.
   - Number of schools participating in school pool program, amount of carpools established, presentations made and number of bike and walking pools.
   - Status of planning and engineering projects and studies.
   - TMA/TMI activities.
   - Quarterly reports on other activities, as assigned by OMD Project Manager.

3. Cooperate with any outside entities chosen by FDOT to conduct an annual survey and program evaluation as outlined in FDOT Commuter Assistance Program procedure.
4. The South Florida Commuter Services Project Director (or appropriate designee),
will conduct regular monthly staff meetings with FDOT staff to review progress and
work. Other transit agencies and MPOs shall be invited to these meetings. At least
one meeting per quarter will be held at FDOT District 6 Public Transportation Office.
Frequency of staff meetings may be adjusted, as necessary by the OMD Project
Manager.

5. Prepare monthly reports for FDOT distribution, reviewing progress of projects and
tasks, in a format approved by OMD Project Manager. Monthly reports will be
submitted by first week of subsequent month. Frequency of reports may be adjusted
by OMD Project Manager.

6. Obtain prior approval of media/press releases from the OMD Project Manager and
District 4 or 6 Public Information Officer(s), as appropriate. Also, items that are
District 6 specific need approval by the District 6 Public Transportation Office.

1.6 Management of Contract
It shall be the Vendor’s responsibility to utilize best judgments, practices and principles
possible during the performance of the work specifically made under this contract. The Vendor
also shall demonstrate good project management practices. They shall include effective
communication with FDOT and others, efficient management of time and resources and proper
documentation of projects and tasks. The Vendor will be required to represent the FDOT at
meetings.

The Vendor must be well acquainted with all pertinent laws, rules, procedures, guidelines and
funding sources with respect to all activities and tasks performed under this contract. The Vendor
shall follow all pertinent laws, rules, procedures and guidelines and shall coordinate
with the OMD Project Manager with respect to management of funds and of the contract,
including, but not limited to, invoicing, Letters of Authorization (LOAs), sub-consultant price
quotes, amendments and supplements. The Vendor shall set up and maintain throughout the
performance of each activity and task a contract file.

The Vendor must be able to transition program smoothly without any interruption of service.

1.7 Travel
The Vendor may be directed to attend in-state or out-of-state workshops on commuter services
issues. All travel must be directly related to the requirements of this contract. Participation in
such events shall be subject to prior written approval from the Department and in accordance
with FDOT travel procedures.
1.8 Establishment of South Florida Commuter Services Office
The Commuter Services office shall be staffed with full-time employees in dedicated office space. The office space may include work space for Commuter Services personnel, reception and conference rooms, file storage, display area and appropriate space for computer equipment.

The main Commuter Services office shall be stationed locally in either Broward or Miami-Dade Counties to work directly with the Department during the term of the Contract. Office space may be leased, housed within existing vendor space or be provided by public agencies.

2.0 Staffing
The Vendor must maintain a staff of personnel qualified to perform the work listed in the above sections. FDOT has identified job classifications which fit the needs of this project. The following positions have been recommended for the operation of the South Florida Commuter Services office, however new approaches are welcome.

**Project Director** – Operations/Technical
Responsible for overall planning and management of Commuter Services Program ensuring the attainment of program goals and compliance with contract terms.

**Marketing Manager/Special Projects Coordinator**
Responsible for creation and distribution of artistic material that will assist with promotion of transportation alternatives, primarily under Subsection 1.3.2. Responsible for developing, implementing, administering, operating and marketing special projects and/or programs; provide support to the project director.

**Transportation Management Initiative (TMI) Coordinator (amount of coordinators to be determined by the vendor, but a minimum of four coordinators shall serve Miami-Dade County, one coordinator shall serve Boca Raton funded by Locally Funded Agreement and one coordinator shall serve West Palm Beach funded by Locally Funded Agreement)**
Responsible for employer and general public outreach and TDM activities, TDM marketing, participation in advisory committee organizations and implementation of TDM programs in specific area designated by the Department.

**Outreach Coordinators**
Responsible for employer and general public outreach and TDM activities, TDM marketing, participation in advisory committee organizations and implementation of TDM programs.

**Information Technology Specialist**
Responsible for maintenance and certification of systems software, hardware and network components for various software to ensure connectivity to the office, investigate and recommend new technologies and analyze and resolve complex information technology problems.
Webmaster/Graphic Artist
Responsible for website maintenance and designing of deliverables, such as radio, newspaper
and billboard advertising.

Customer Service/Call Center Representatives (at least two (2) positions must be
responsible for 95 Express inquiries and registrations)
Responsible for providing information about commuter transportation services through
telephone (call) center and off-site events.

Program Administrator
Responsible for providing administrative support for the effective implementation of this
project, including meeting progress reporting and invoicing requirements of FDOT and
coordinating with the OMD Project Manager.

Staffing for Optional Services, as approved by the Department
Additional Planning, Engineering and Marketing resources should be available as required by
Optional Services on an as-needed basis.
- Planner: BS Degree in Planning or equivalent and 1+ years experience
- Senior Planner: AICP-MS in Planning or equivalent and 10+ year experience
- Engineer – Entry level PE