

Exhibit A

FLORIDA DEPARTMENT OF TRANSPORTATION DISTRICTS FOUR AND SIX COMMUTER SERVICES

SCOPE OF SERVICES

1.0 Purpose

The South Florida Commuter services vendor (hereinafter referred to as “Vendor”) for the Florida Department of Transportation (hereinafter referred to as “FDOT” and/or “Department”), shall provide market planning, communication, implementation, technical assistance services, and professional personnel to promote and improve multimodal mobility options in implementing 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 from District 4 and District 6 for the administration of the terms of this contract.

2.0 Service Area

The region covered by this scope of services consists of all the counties within District 4 and District 6. District 4 Office of Modal Development’s Project Manager will provide oversight for work relating to the District 4 area, and the District 6 Office of Modal Development’s Project Manager will provide oversight for work relating to the District 6 area.

3.0 Approval of Subcontractors

FDOT reserves the right to approve individuals or subcontractors proposed by the Vendor for work under this contract. Employee classification of subcontractors added to this agreement will be processed by an official contract amendment. The Department reserves the right to adjust the Vendor’s team members based on performance.

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

4.1. Operations/Technical

The Vendor shall:

1. Operate an efficient, effective and user-friendly carpool, vanpool and Park and Ride matching program in the service area by maintaining the existing South Florida Commuter Service database and matching program, while utilizing the latest software, compatible with existing database and systems, to further develop the programs. A website, toll-free telephone service, staffed call center, and monitoring online chat group sites will be required.

2. Operate an effective Emergency Ride Home (ERH) program in accordance with the existing website. <http://www.1800234ride.com/emergencyridehomeprogram>

3. Provide technical assistance to private and public-sector employers in the development and implementation of TDM programs including activities, events and strategies. This includes, but is not limited to, employer transportation events, identification and training of Employee Transportation Coordinators, trip planning resources and assistance, and parking management strategies.
4. Coordinate with District 4, District 6, Florida's Turnpike, and Districts' Traffic Operations staff on the monitoring, evaluation and reporting of express lanes. Provide assistance on technical issues regarding violations and Managed lanes/HOV 3+ carpool 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 its transportation partners in the 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. All deliverables under this subsection must first be reviewed by the Office of Modal Development Project Manager(s) prior to submittal to our partner agencies. Create and provide 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/Tri-Rail) and any other pertinent boards or committees.
6. Coordinate and compile Annual Park and Ride report and documentation of intermediate inspections that have been conducted in the region.
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, collectively known as Transportation System Management and Operations (TSM&O).
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 using Sketch Planning models to simulate and forecast future traffic flows and evaluate alternatives. Including developing complex travel demand models for forecasting future travel demand. These may be spreadsheet-based or GIS-based or any other new technology.
10. Provide technical assistance and support to transit service providers' activities within the service area to increase the utilization of multiple modes, including but not limited to, Park and Ride lots, transit services, community shuttle and trolley services, managed lanes, express bus service, and the interconnection of the various transit services in the region. This support will include the employment of a First Mile/Last Mile Coordinator that will assist the county fixed route transit providers with cooperating with FDOT projects including permit projects that effect transit facilities and operations.
11. Coordinate program information, market planning, promotions, and public outreach efforts with governmental agencies, public and private transportation operators and employer-based coordinators in the service area as requested.
12. Maintain and recommend improvements to existing ridesharing and ride matching programs.

13. Assist in the development of TMAs and Transportation Management Initiatives (TMIs).
14. Provide technical assistance and support to new TMAs/TMIs or other Commuter Assistance Program (CAP), which may form under FDOT support.
15. Assist with identifying optimal locations for signage and way-finding on highway design plans for motorist information on major roadways.
16. Coordinate and provide assistance to the regional vanpool program contractors and their subcontractors.
17. Work and partner with agencies to provide resources to facilitate bicyclist and pedestrian use and safety.
18. Assist with planning and evaluation of Park-and-Ride facilities including development and implementation of parking management plans for FDOT owned Park-and-Ride facilities that are over 60% capacity.
19. Coordinate, plan, and facilitate the express bus quarterly meeting with both Districts and Transit Partners.

4.2 Marketing

The Vendor Shall:

1. Develop a marketing plan addressing FDOT multi-modal priorities in partnership with other agencies. Assist with commuter assistance program marketing plan on specified projects.
2. Create a public information/marketing program for employers and commuters to exchange information about commuter services and TDM options in South Florida.
3. Create and provide public presentations/speeches to communicate and promote alternative transportation choices. (e.g. Park-and-Ride Program, express bus, public transit, carpooling, vanpooling, emergency ride home and telecommuting) to individuals using single occupancy vehicles (SOV) for commuting.
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. (Note: Company-owned and employee-owned vans are not eligible for subsidies provided by SFVP.)
5. Develop and create artistic/graphic services, which may include, but are not limited to the design and production of brochures, maps, handouts, displays, exhibits, Power Point presentations, renderings, posters, audio visual and video materials, public service announcements, social media messages, and other public relations and marketing activities as required by FDOT.
6. Coordinate with all media including FDOT and other Public Information Offices (PIO) for continued informational and positive messaging.

7. Highlight and advocate for bicyclist and pedestrian opportunities as optional modes through outreach and education.
8. Assist and participate with bicycle and pedestrian promotional opportunities (e.g., setting up and staffing of event booths hosted by other agencies in the region).
9. Prepare marketing action plans for Express Lanes, Commuter Assistance Program, School Pool Program and Park and Ride facilities. This will include coordination with other groups within FDOT.
10. Assist FDOT and local transit providers in branding specialized services.
11. Target, promote and campaign large business centers to encourage employees to utilize Car pool/ vanpool or other transit services to commute to and from work and or for lunch periods.
12. Develop innovative customer services that will benefit the region.
13. Assist, develop, and/or deliver related presentations for the Department and or other transit agencies as directed by the Department.

4.3 School Pool Program

The Vendor Shall:

1. Maintain and expand an efficient and effective School Pool Program with the goal of reducing Vehicle Miles Traveled to/from schools.
2. Coordinate with School Boards, public and private schools' administration staff, MPOs, Traffic Engineering Divisions, and other related agencies on significantly decreasing Vehicle Miles Traveled.
3. Solicit participation from students, parents, teachers, school officials, Parent-Teacher Associations, and any other related individuals or groups within the region through outreach and creative presentations.
4. Maintain School Pool Guidebook/Manual and improve the manual as needed.
5. Assist educators in preparing short-term courses or workshops to motivate students to become future transportation planners and engineers. This coordination should be established with School Boards to implement curriculum for transportation planning and engineering programs at local schools.
6. Participate in Safe Route to School initiatives, programs, events and share information on associated grants if available.

4.4 Other Basic Services

The Vendor Shall:

1. Provide reviews and recommendations on Long Range Transportation Plan (LRTP), Transportation Improvement Programs (TIPS) and amendments, Planning and Conceptual

Engineering (PACE) studies, Evaluation and Appraisal of Reports (EARs) and other study scopes and technical reports.

2. Provide informational workshops to FDOT staff and/or for FDOT sponsored events to enhance their knowledge of Commuter Assistance services and related projects (e.g. Transportation Day, Career Construction Days and the Employee Transportation Coordinator training etc.).

3. Coordinate with the South Florida Van Pool to establish and manage an effective vanpool program for FDOT staff at the request of FDOT, if needed.

4. Serve as a resource and implementer of tactical urbanism type projects defined as low-cost, temporary changes to the roadway or streetscape in order to try out new ideas on a temporary basis. These will range from demonstration projects to quick build projects such as pilot projects or interim design projects that could ultimately lead to permanent installation.

5. Promote use and awareness of SUNTrail and Regional Trail Programs.

6. Conduct studies regarding transit services and TDM services including Park and Ride planning on an as-needed basis.

4.5 Management of Contract

1. 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 sound project management practices, which shall include effective communication with FDOT and others, efficient and ethical management of time and resources and proper documentation of projects and tasks. The Vendor will be required to represent the FDOT at meetings. Work services cost and scope shall be approved by the appropriate District Project Manager prior to beginning any work.

2. The Vendor must be well acquainted with and follow all pertinent laws, rules, procedures, guidelines and funding sources with respect to all activities and tasks performed under this contract. The Vendor shall coordinate with Project Manager(s) with respect to management of funds and of the contract, including, but not limited to, invoicing, Letters of Authorization (LOAs), subcontractor price quotes, amendments and supplements.

3. The Vendor shall set up and maintain throughout the performance of each activity and task a contract file in accordance with FDOT procedures. FDOT will provide the contract administration and management services of all work associated with the development and execution of each activity and task. FDOT will provide job-specific information and functions as outlined in this contract.

The Vendor must transition the services from the existing program seamlessly without any interruption of service.

4. The Vendor will develop an efficient and effective, user friendly tracking system that will be shared with District 4 and District 6 on a monthly basis in a format acceptable to the Department. The tracking system will track the project budget, spending and balances for each LOA and/or FM #, Basic Services and Optional Services (as outlined in the contract) and all other financial or contractual aspects of the contract.

5. The Vendor shall maintain timesheet records for all staff employed at the Commuter Services facility.

4.6 Travel

The Vendor may be directed to attend and/or present at in-state or out-of-state workshops on commuter services topics. All travel must be directly related to the requirements of this contract. Participation in such events shall be subject to prior approval of the Office of Modal Development Project Manager(s) and in accordance with FDOT travel procedures. All travel must be submitted on the consultant travel approval form available from the E-forms library located at <http://www.fdot.gov/procedures/forms.shtm>, Form 300-000-06. All travel reimbursement requests must be in accordance with 112.061, *F.S.* and as otherwise provided for under this agreement.

4.7 Program Evaluation and Coordination

The Vendor shall 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 includes the following:

1. Preparation and submission of an annual work plan consistent with Department procedure that includes an organizational chart, project budget, project spending, program goals, measurable objectives, milestones, strategies, and activities to determine the progress consistent with the annual work plan. The focus of these efforts is to reduce single occupancy vehicle trips during peak commuter periods through carpooling, vanpooling, telework/telecommuting, biking, walking and transit.
2. Preparation and submission of quarterly reports to include but not limited to the following:
 - Number 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, technical assistance projects, and studies.
 - TMA/TMI activities.
 - Reports on other activities, as requested by OMD Project Manager(s).
 - Assist District with business plan reporting requirements such as ridership quarterly reports or other information as requested.

Quarters are based on the State Fiscal Year and are defined as follows:

- Quarter 1: July, August, September
- Quarter 2: October, November, December

- Quarter 3: January, February, March
- Quarter 4: April, May, June

Reports are due 15 days after each quarter.

3. Cooperation with any outside agencies chosen by FDOT to conduct an annual survey and program evaluation as outlined in FDOT Commuter Assistance Program procedure.

4. Conducting regular monthly staff meetings with FDOT staff and the South Florida Commuter Services Director (or appropriate designee), to review the contract status, which includes but is not limited to funding, invoicing, and work progress. The FDOT has the option to invite other transit agencies and/or the MPOs to these meetings. One monthly progress meeting per district and one joint quarterly meeting will be held. Frequency of staff meetings may be adjusted, as necessary by the Office of Modal Development Project Manager(s).

5. Preparation of technical reports for FDOT distribution, reviewing progress of work, in a format approved by OMD Project Manager(s). Reports will be delivered on a date agreed upon by both the FDOT Project Managers and the Vendor. Frequency of reports may be adjusted by OMD Project Manager(s), as needed.

6. Vendor must obtain prior approval of all media releases, press releases, and social media messages from the OMD Project Manager(s) and the District 4 and/or District 6 Public Information Officer(s). In addition, items that are District-specific need approval by the corresponding District Project Manager.

4.8 Commuter Forums

The Vendor will provide logistical support for commuter forums within the region, as requested by the Office of Modal Development Project Manager(s).

5.0 Optional Services

At the option of the Department, the Vendor shall provide planning, marketing, technical assistance, Graphics and Web Design, in addition to other services on an as needed basis as, authorized in writing by the Department.

6.0 Establishment of South Florida Commuter Services Office

It is the Vendors responsibility to set up office space for the sole purpose to house the Commuter Services operations with the key full-time employees within 60 calendar days after the execution of the contract.

Key personnel shall include, but not limited to:

- Project Director
- Program Administrator
- Special Projects Coordinator/Marketing Manager
- Customer Service/Call Center Representative
- Transportation Management Initiative (TMI) Coordinator.

The vendor shall also provide a conference room, file storage, and appropriate space for employees. Failure to do so will result in financial consequence 60 calendar days after the execution of this contract, as indicated in Section 7 of this contract.

The main Commuter Services office shall be centrally located within the combined service regions of District 4 and District 6, as agreed to by both District Project Manager(s). Satellite offices and telecommuting may be allowed within the service area of District 4 and District 6 with prior Department approval.

7.0 Financial Consequences:

The following financial consequences apply to this contract:

1. Set up office space with key personnel, as listed above, within 60 calendar days after the execution of contract.
 - a. Failure to have required personnel as specified in the scope, (as identified in Section 6.0 Establishment of South Florida Commuter Services Office), performing all key tasks and monitoring of applications, within 60 calendar days of the time of execution, will result in \$1000.00 penalized per employee per day until full operating staff is acquired.
2. Annual work plan due July 1, the beginning of each fiscal year.
 - a. Vendor shall be penalized \$1,000.00 for the first day of occurrence and \$500 per day until deliverable is received.
3. Quarterly Commuter Services report of District and regional activities.
 - a. Vendor shall be penalized \$1,000.00 for the first day of occurrence and \$500 per day until deliverable is received.
4. Maintain the minimum required personnel within 30 calendar days of a vacancy (such as but not limited to: Project Director, Customer Service/Call Center Representative, Special Activity Coordinator/Outreach Coordinator, and Program Administrator).
 - a. Vendor shall be penalized \$1,000.00 for the first day of occurrence and \$500 per day until deliverable is received to run the call center.
5. Replacement of key personnel shall be performed within 60 calendar days of a vacancy.
 - a. Vendor shall be penalized \$1,000.00 for the first day of occurrence and \$500 per day until deliverable is received.

Extensions of time must be requested in writing by the Vendor with a justification for the extension and approved by the FDOT Project Manager(s).

8.0 Staffing

The Vendor must maintain a staff of professional 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 for staffing are welcome, with the exception of the Project Director.

FDOT Project Manager(s) are to be notified, in writing, within 15 calendar days of any vacated position. A plan of action to fill the position must be included.

Project Director – Operations/Technical

A minimum of 5 years prior experience is required in overseeing commuter service and transit management strategy and Marketing. Must possess the ability for overall planning and management of Commuter Services Program ensuring, the attainment of program goals and compliance with contract terms.

Special Projects Coordinator/Marketing Manager

A minimum of 3 years prior experience is required in Commuter Services and Transportation Demand coordination and managing. The ability to create and distribute artistic material that will assist with promotion of transportation alternatives, primarily under Subsection 4.2. The ability for developing, implementing, administering, operating and marketing special projects and/or programs; provide support to the project director.

Program Administrator

Minimum 3 years prior experience in administering and managing related programs. Will provide support for the effective implementation of this project, including meeting progress reporting and invoicing requirements of FDOT and coordinating with the OMD Project Manager(s).

Transportation Management Initiative (TMI) Coordinators

Coordinator position(s) to serve the region, funded through locally funded agreement. Should have the ability to perform districtwide outreach to employer and general public for TMI and TMA activities, marketing, participation in advisory committee organizations and implementation of TMI and TMA programs.

First Mile/Last Mile Planner

Minimum 2 years prior planning experience and should have the ability to provide first mile and last mile connections for more effective transit services and liaising between fixed route/fixed guideway transit agencies and FDOT on projects effecting transit and ridesharing services. Will participate in project meetings representing transit interests and providing for information exchange needed to accommodate these transit interests with the project plans.

Special Activity Coordinator / Outreach Coordinator

The ability to organize and oversee employer and general public outreach in addition to TDM activities, TDM marketing, participation in advisory committee organizations and implementation of TDM programs.

Special Activity Manager/ Customer Service Manager

Minimum 3 years prior experience in coordinators activity and oversee customer service employees. Will also need to assist in general public outreach and TDM activities, and participation in advisory committee organizations and implementation of TDM programs.

Marketing Coordinator

The ability to develop, implement, market, administer, and operate projects and/or programs.

Customer Service/Call Center Representative

Have the ability to effectively provide information about commuter transportation services through telephone (call) center and off-site events.

Staffing for optional services as approved by the Department

Additional Planning, Technical Assistance, and Marketing resources, Graphic Design, Information technology, and Web Services should be available as required by Optional Services on an as needed basis.

- Planner: BS Degree in Planning or Public Administration or Equivalent and 2 + years' experience.
- Senior Planner: AICP-MS in Planning or Public Administration or Equivalent and 10 + years' experience. On an as needed basis.

9.0 Term

Basic Services shall commence upon execution of this agreement and shall be completed by 60 months or date of termination, whichever occurs first.

Optional Services shall commence upon written notice from the Department's Contract manager and shall be completed by the date stated on each Letter of Authorization or date of termination, whichever occurs first.