

UTA On Demand Microtransit and Other Innovative Mobility Services

**Request For Proposal (RFP)
Prospective Vendor Informational Meeting**

September 8 & 10, 2025

Note: RFP packet will include slide deck + recorded meetings



Legal Notes

- [Placeholder for legal statement, see next slide]
- All discussion is non-binding background; official guidance is written



Pre-Solicitation Orientation Meeting: Legal Boilerplate Language

Welcome and Introduction

Good [morning/afternoon], everyone. Thank you for attending today's pre-solicitation orientation meeting. This meeting aims to provide you with important information regarding the upcoming solicitation process and to ensure that all prospective bidders understand the requirements and expectations.

Disclaimer

Please note that the information provided in this meeting is for informational purposes only and does not constitute an offer or a guarantee of any kind. The issuing authority reserves the right to amend, modify, or withdraw the solicitation at any time, and any such changes will be communicated through official channels.

Public Information

All information shared during this meeting is considered public and accessible by all interested bidders.

Compliance

All bidders must comply with the terms and conditions set forth in the solicitation documents. Failure to comply may result in disqualification from the bidding process. Bidders are responsible for reviewing all documents thoroughly and for seeking clarification on any items that are not understood.

Non-Binding Nature

The discussion and materials provided during this meeting are non-binding. They are meant to assist bidders in preparing their responses to the solicitation. The final terms and conditions will be outlined in the official solicitation documents.

Questions and Answers

Responses to questions are intended to clarify the solicitation requirements and do not modify the terms and conditions of the solicitation unless an official amendment is issued.

Ethical Conduct

All bidders are expected to conduct themselves with the highest standards of ethical behavior. Any form of collusion, fraud, or unethical behavior will result in immediate disqualification and may be subject to further legal action.

Submission Instructions

Detailed instructions on how to submit your bids will be provided in the solicitation documents. It is crucial that all submissions adhere to the specified format, deadlines, and delivery methods. Late submissions will not be accepted under any circumstances.

Conclusion

Thank you for your attention. We look forward to receiving your bids and wish you the best of luck in the solicitation process. If you have any further questions after this meeting, please refer to the official solicitation documents or contact the designated point of contact provided therein.

Please remember to sign the attendance sheet before you leave. Thank you.



Agenda

- Introduction
- Procurement overview
- Scope of work
- RFP content
- Procurement schedule
- Q&A



Introduction

- **Utah Transit Authority (UTA)** offers multi-modal services, including bus, light rail, commuter rail, microtransit, paratransit, vanpool, and other innovative mobility options.
- **UTA On Demand** is an innovative microtransit service that connects riders to other UTA services and local destinations.
- Microtransit provides a cost-effective solution for coverage transit service including ADA.



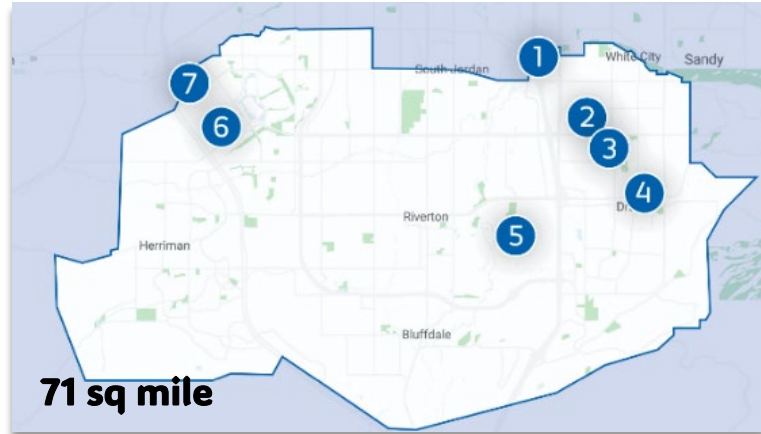
Procurement Overview

- UTA is seeking one or more qualified firms to provide **turnkey TaaS** solutions covering software technology, vehicles, maintenance, drivers, customer service, reporting, and marketing.
- The contractor will supply all revenue service vehicles to meet ridership demand and service parameters.
- Contractors may provide some services with qualified subcontractors (e.g. maintenance).
- UTA may award **multiple vendors**.



Existing Zones

Southern Salt Lake County

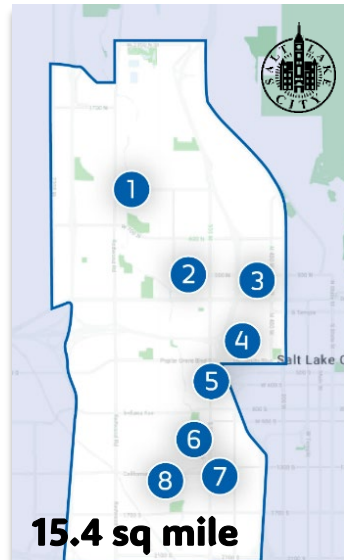


Tooele County

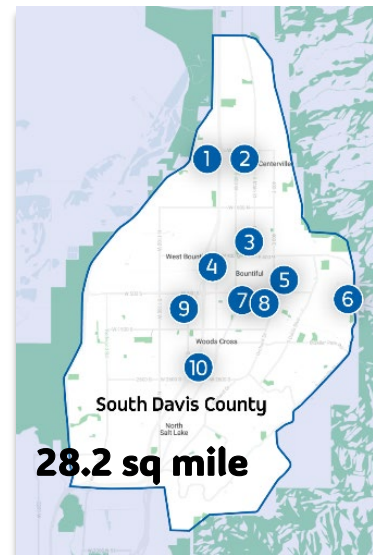


● Popular
Origins/Destinations

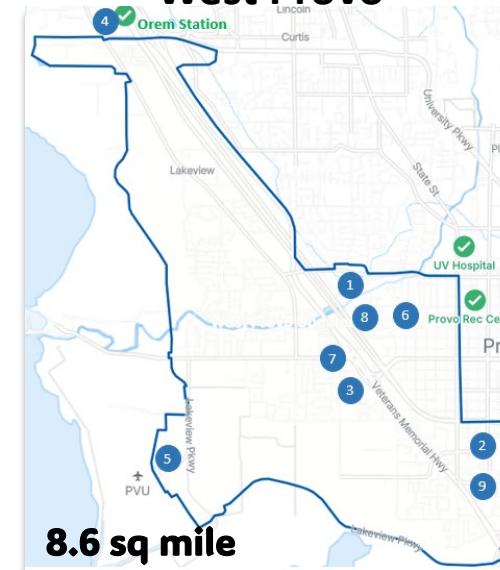
Salt Lake City Westside



South Davis

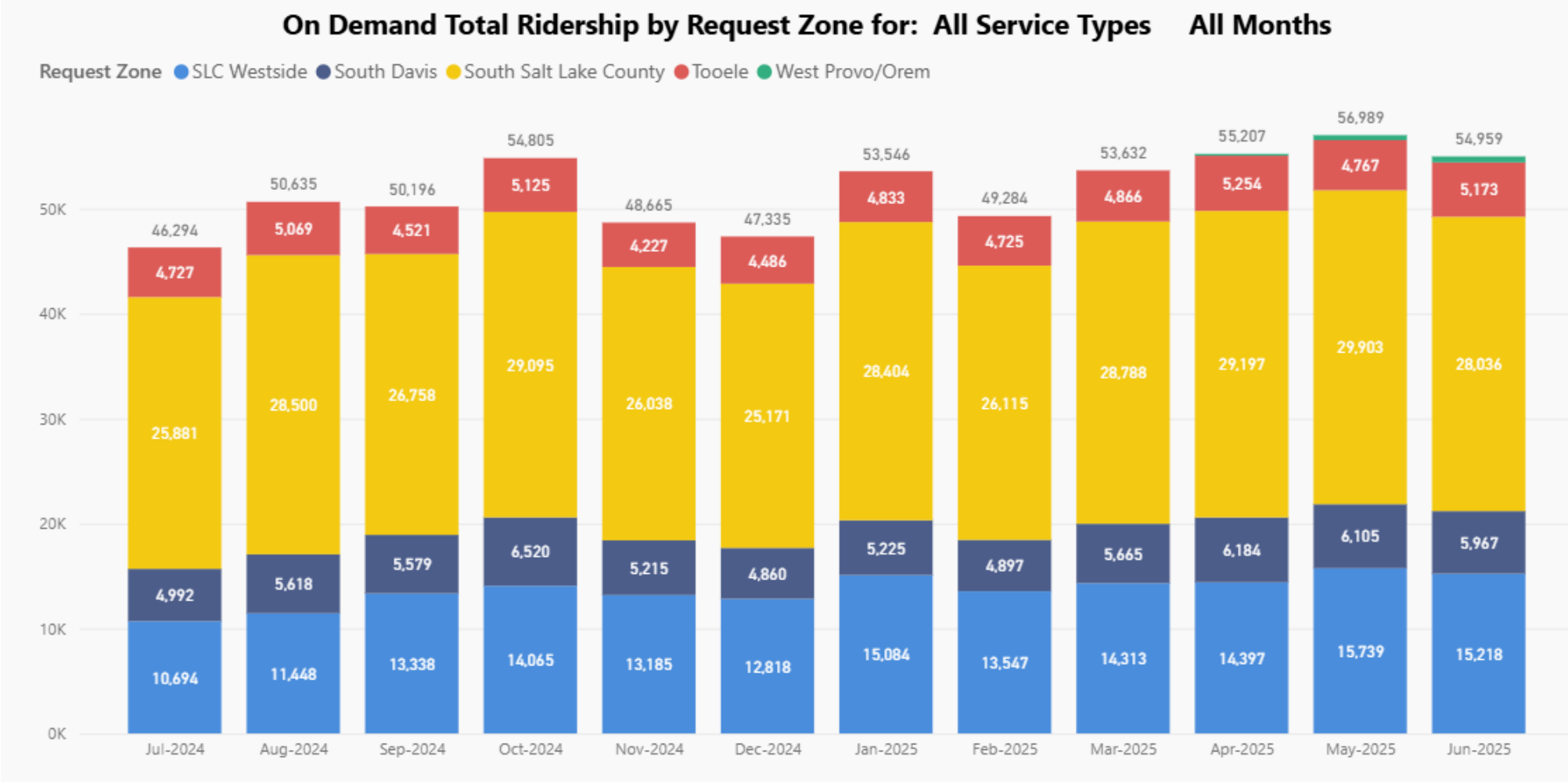


West Provo



Historical Ridership Data

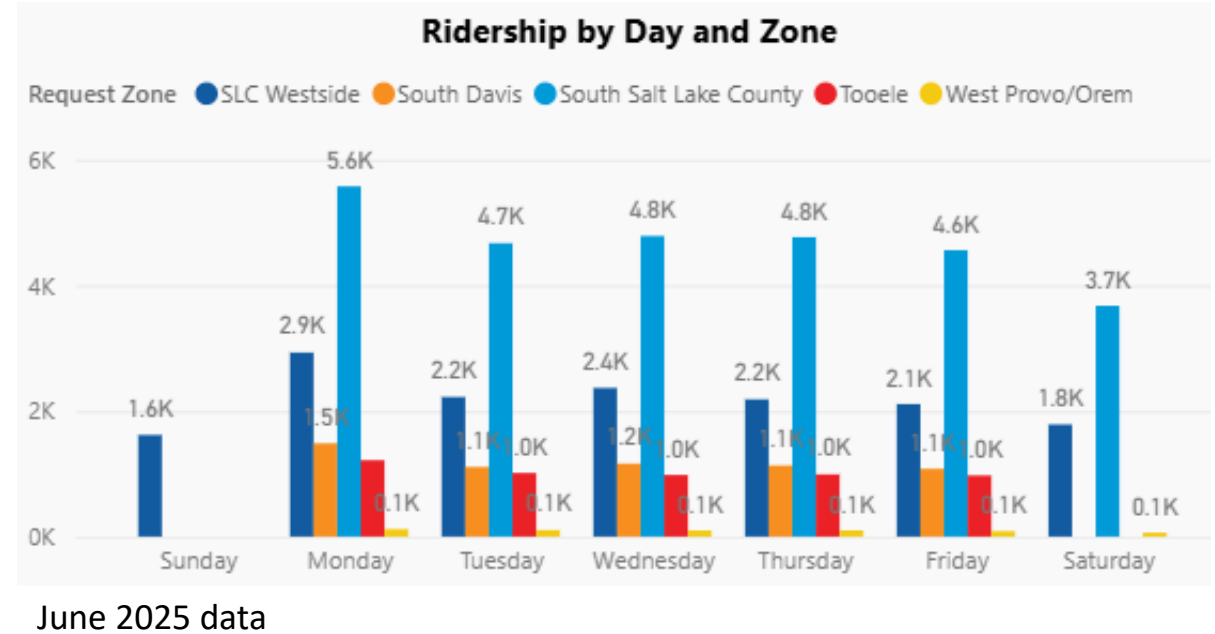
UTAH TRANSIT AUTHORITY



Historical Ridership Data

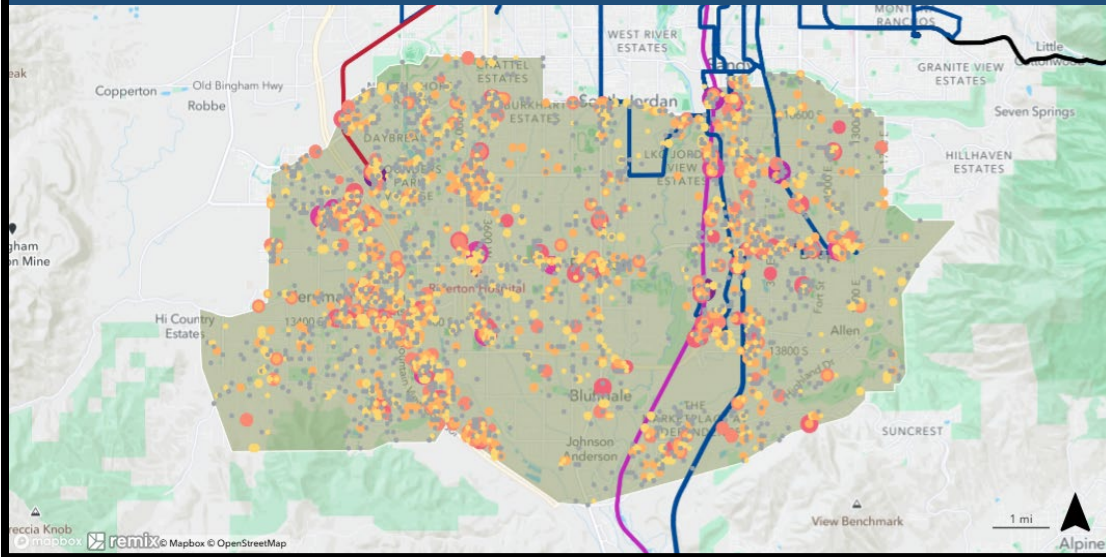
Popular destinations:

- **Commuting and daily errands:** UTA transit stations, grocery stores, major shopping centers, and employment hubs.
- **Education and community:** High schools, middle schools, and community centers.
- **Residential areas and services:** Neighborhood homes, apartments, and healthcare sites.

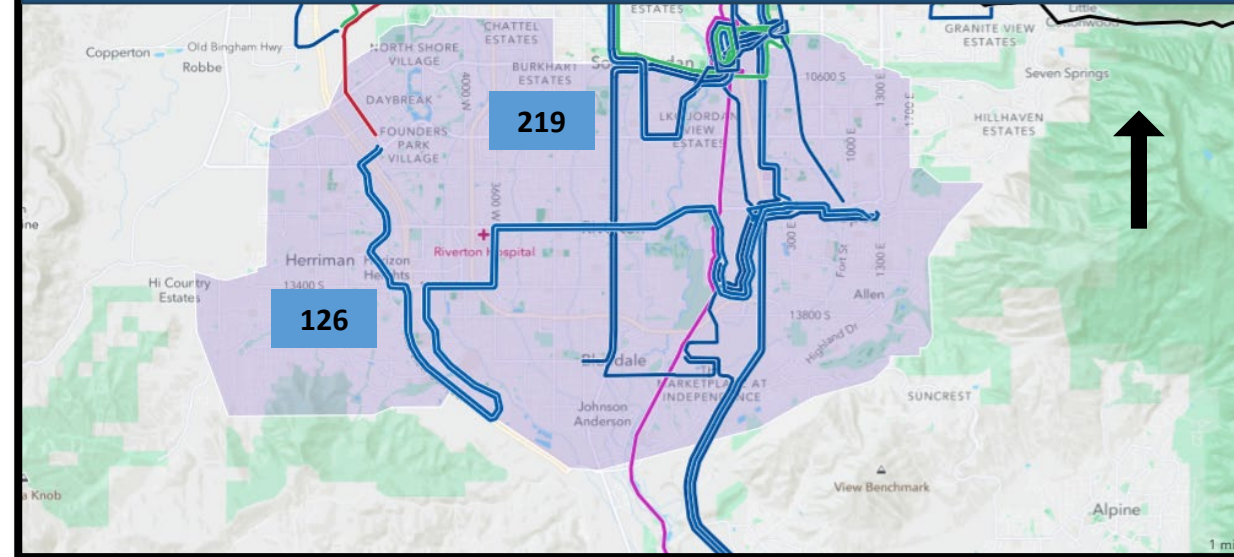


Leverage Microtransit Data

UTA On Demand Trip Distribution in SSLCo



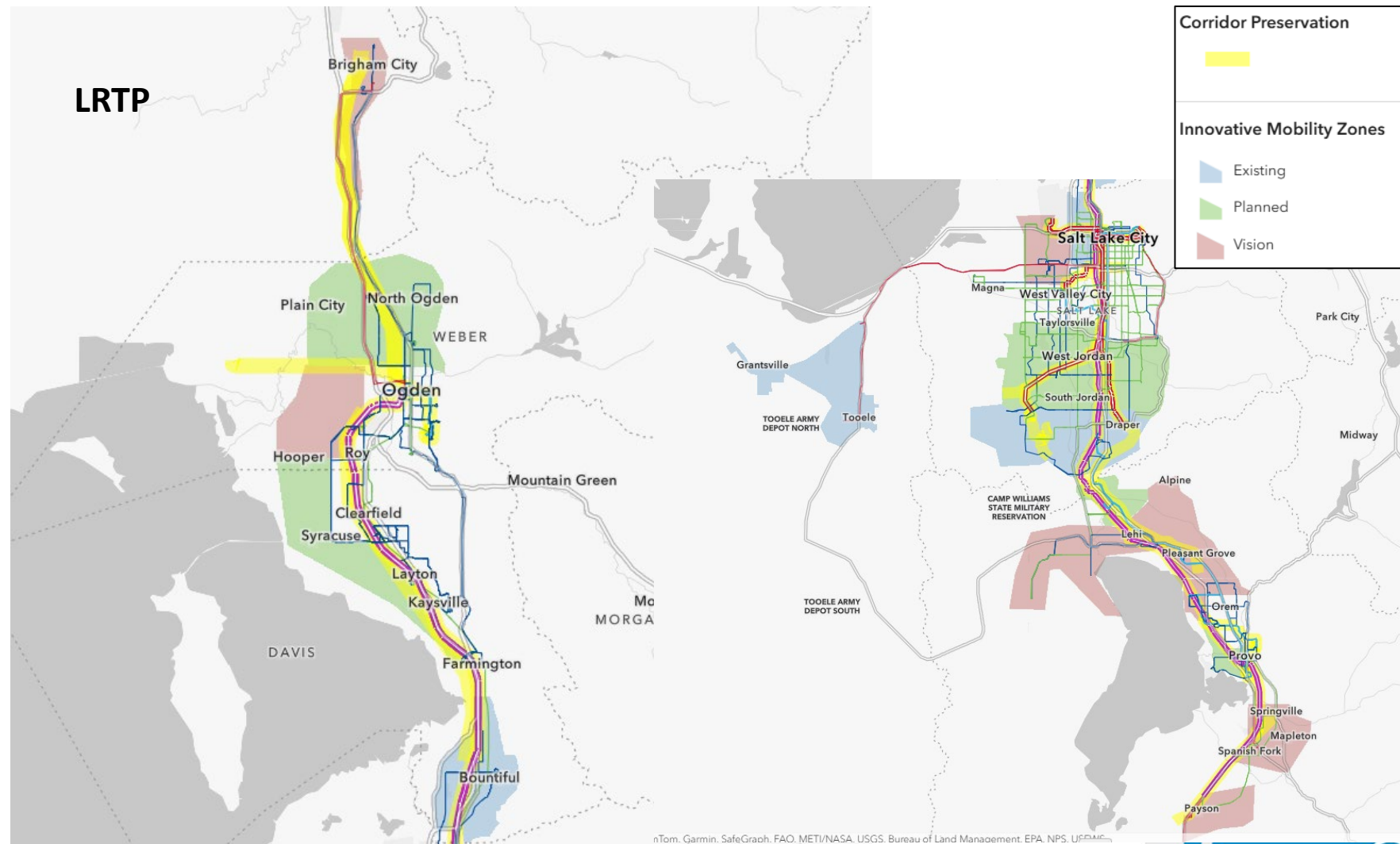
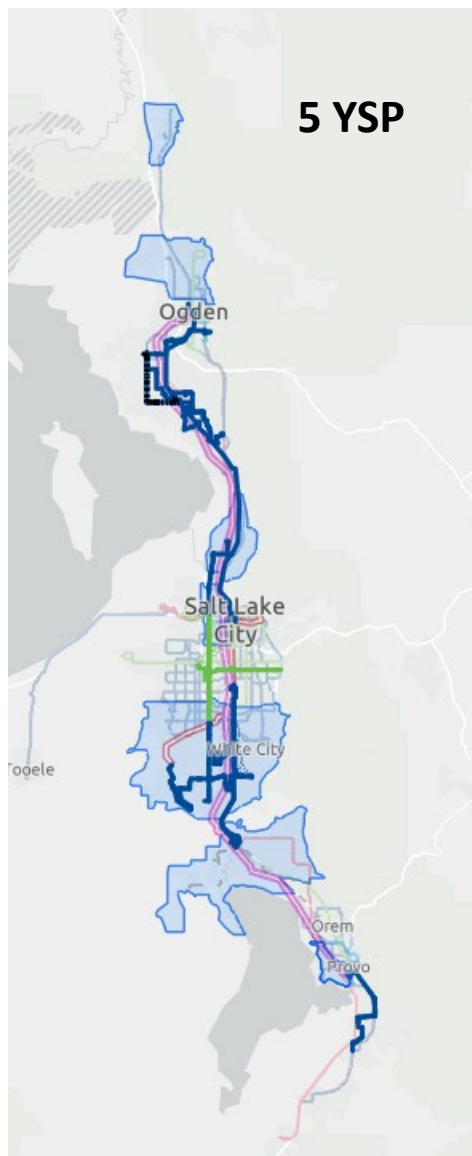
Southern Salt Lake County (SSLCo) Proposed Fixed Routes (219 and 126)



- East-West Connection
- Connecting the South end of the zone to the TRAX Light Rail Red Line
- Reinforce North-South connectivity in the zone down Redwood Road
- Initial monthly ridership (May 2025) – Route 126: 3,800, Route 219: 1,300



Microtransit Expansion Areas Identified in LRTP and 5YSP

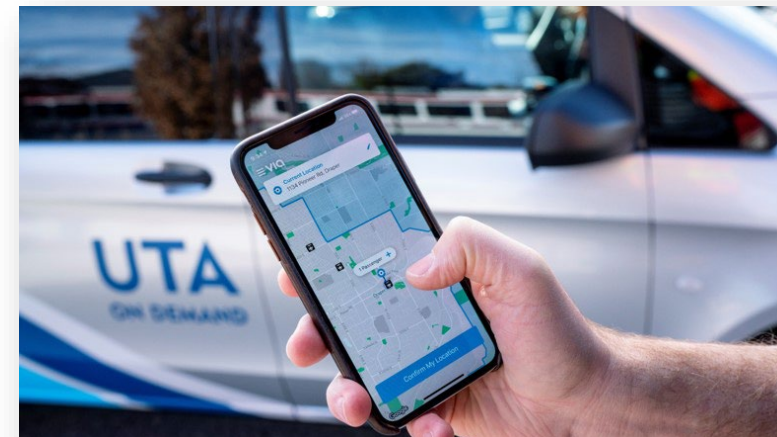


Corridor preservation is out of the scope of IMZs

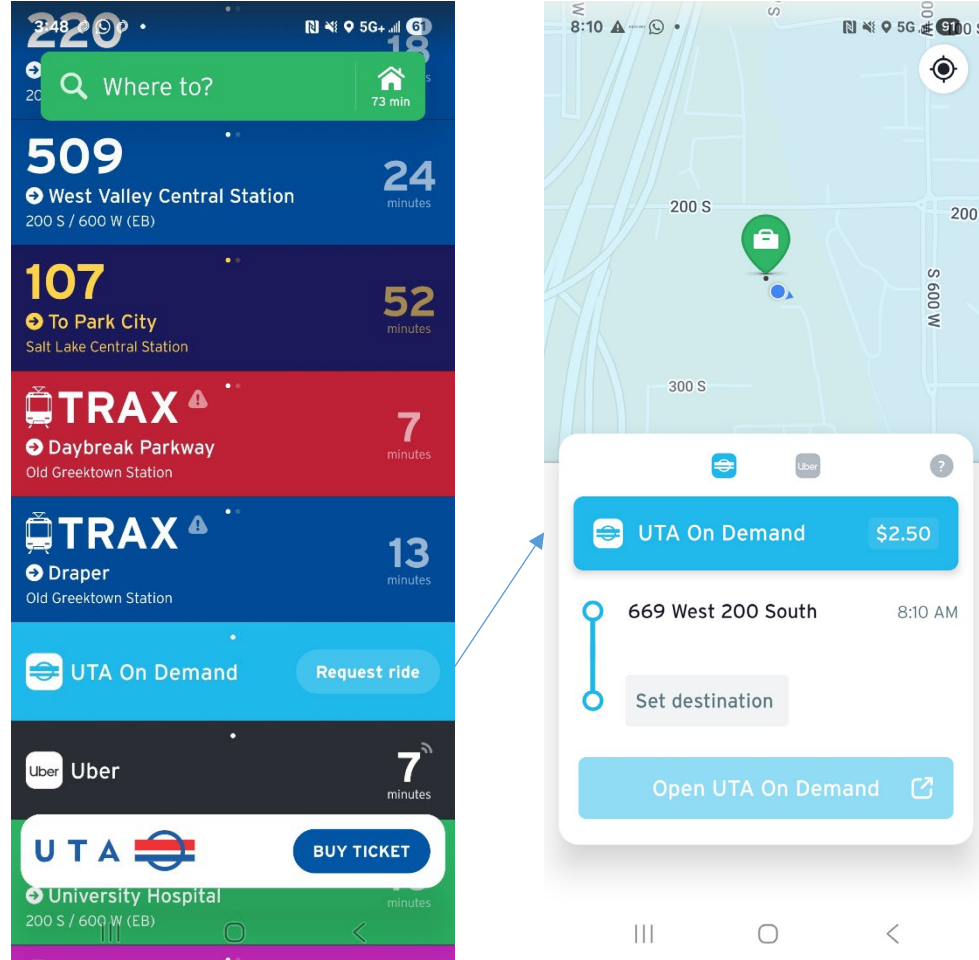


Procurement Scope

- Applicants may consist of a **single contractor** or a **partnership of contractors**. Proposals must demonstrate the ability to fulfill all ongoing service requirements:
 - Microtransit
 - Software as a Service (SaaS) licensing for independent zones
 - Consulting support – future service design, modeling, partner coordination, etc.
- Proposals should also show capacity—either immediate or rapidly developable—for **potential new service models**, including:
 - TNC revenue operations
 - Shuttles for low-demand areas
 - Flexible holiday service
 - Advance booking ride reservation system



Seamless and Accessible



- Services must be:
 - ADA-accessible
 - Managed through a single UTA On Demand App, linked to the **Transit App**
 - Electronically integrated with UTA's fare system



Draft Procurement Timeline, Subject to Change

- UTA is targeting **mid-September 2025** to publish the Request for Proposals
 - Q&A period 3-4 weeks
 - The RFP will be open for approximately **7 weeks**
 - Tentative response deadline is late October / early November 2025
- New service cycle begins on **January 1, 2027**



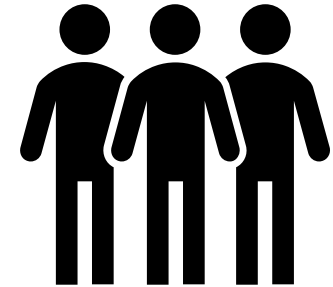
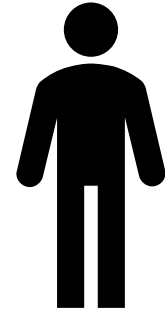
Procurement Framework: Master Service Agreement (MSA)

- The purpose of this RFP is to develop an umbrella agreement with cost parameters to establish an MSA for services as described.
 - The duration of this contract is three years plus options for two 1-year extensions.
 - The contract is expected to have a not-to-exceed value range of **\$50 – \$150** million over the first three years.
 - All Service Orders are contingent on **annual budget approval**.
- This three-year contract will begin with the operation of Service Orders as needed for continuing service.
- The Contractor may not communicate directly with any of UTA's cities, towns, or local governments regarding contracted services.



Procurement Framework

- **Single contractors** or **partnerships of multiple contractors** or **joint ventures** are eligible to apply
- **Partnered applicants** must submit a **unified, joint proposal** that clearly outlines roles, responsibilities, and **integrated service delivery**.
- Partnered applicants must identify a lead or prime contractor as the main point of contact for all subcontractor work. Subcontractors may be used for the remaining ride services and for support services.
- All proposals must address the **full scope** of required services.
- Incomplete proposals will not be considered for any award.



Procurement Framework: Contractor Requirements

- A contractor must have at least 5 years experience with:
 - Transit service revenues of \$25M+ per year.
 - Maintaining a fleet of vehicles.
 - Working with a government agency subject to federal FTA requirements.
 - These requirements can be met by using one or more past contracts.
- Contractor must directly operate a minimum of 51% of rides.



Roles of the Contractor

- The contractor will be required to plan, design, operate, and continuously evaluate on demand services and other innovative services as specified in the request for proposal or service order scopes of services.
- Service orders include a full turn-key solution that supports all aspects of a service (TaaS).
- The contractor will provide all necessary personnel, including but are not limited to the software, drivers, vehicles, mechanics, management and supervisory positions, administrative staff, analysts, customer service agents, project managers, and others required to successfully operate the service.



Regulations, Compliance, and Safety

- Services must comply with all applicable state/federal laws and regulations, including USDOT, FTA, Safety, Title VI, D&A, and ADA.
- Safety is a top priority of UTA. The contractor must develop a documented Safety Management System (SMS) for this contract or amend an existing SMS to reflect this contract.
- Safety reporting examples: S&S-40 Major Event Report. S&S-50 Non-Major Monthly Summary.



Regulations: Drug & Alcohol Testing

- Depending on the type of service, relevant regulations need to be met.
 - The contractor must implement and manage a comprehensive drug and alcohol testing program for all drivers, adhering to all FTA requirements.
 - The program must include pre-employment, random, post-incident, and reasonable suspicion testing.
 - The contractor must designate a representative (DER or DAPM) as the primary contact for the program.
 - TNC operators are to be included in the drug and alcohol testing program only as required by FTA regulations.



Regulations: Reporting

- Depending on the type of service, relevant regulations must be met.
- **Data reporting and access are key.** Some examples include, but are not limited to:
 - NTD S 10 data for FTA reporting (exportable in CSV format)
 - Access to raw ridership data that can be exported (CSV, JSON)
 - Online reporting portal
 - A complete data dictionary
- Reports that meet compliance requirements based on the service provided



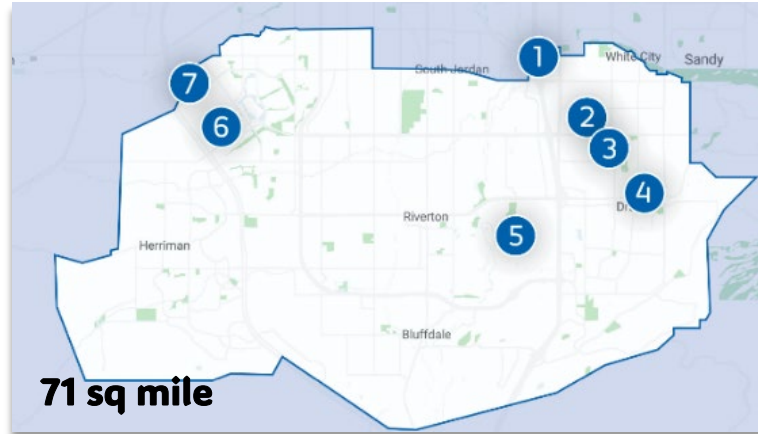
Procurement Scope Bid: 3 Programmed Items

1. Microtransit
2. Software as a Service (SaaS) licensing for independent zones
3. Consulting support – future service design, modeling, partner coordination, etc.



Existing Zones

Southern Salt Lake County

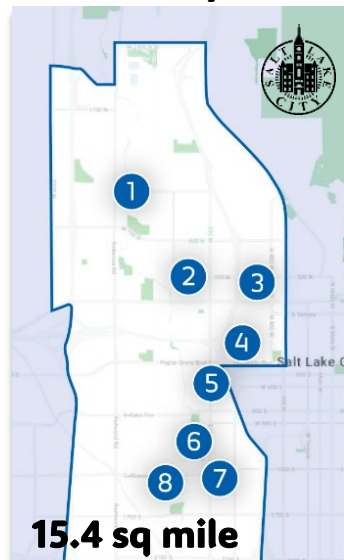


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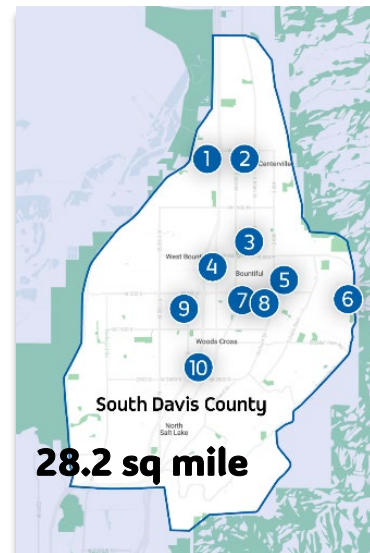


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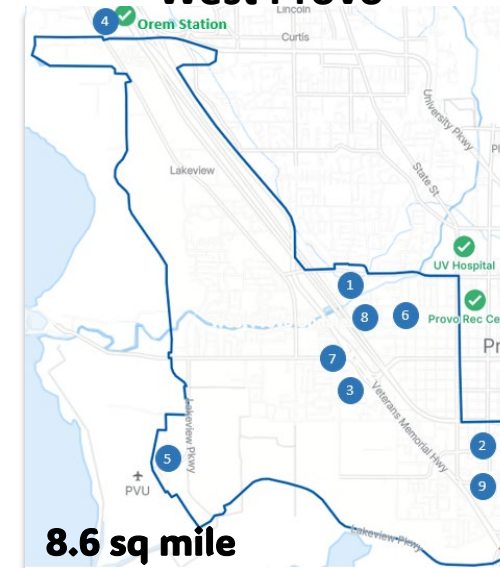
Salt Lake City Westside



South Davis



West Provo



Procurement Scope Bid: 5 Unprogrammed Items

1. New microtransit zones
2. TNC revenue operations
3. Shuttles for low-demand areas (avg. fewer than 5 passengers per hour per vehicle)
4. Flexible holiday service
5. Advance booking ride reservation system



Procurement Scope, Relative Value Programmed & Unprogrammed

	Ongoing Programmed	%	Tentative Future Unprogrammed, On-Call	%
TaaS	Microtransit	99%	Microtransit, Ongoing	70%
			Microtransit, New	10%
			TNC	10%
			Low-Ridership Shuttles	5-6%
			Flexible Holiday Operations	1%
SaaS	Vehicle Licenses	1%	Vehicle Licenses	1%
			Reservation Systems	1%
Consulting	Light Support	0%	Light Support	0%
			Consulting Support, New	1%



Procurement Evaluation Criteria

- Best value
 - Technical proposal 80%
 - Price 20%
- Instructions in RFP
- Once it is advertised, RFP questions should be directed through UTA Procurement – Pat Postell (PPostell@rideuta.com) and UTA's website at www.rideuta.com



Procurement Evaluation: Sample Price Form

- 8 items to price: 3 programmed and 5 unprogrammed.
- UTA will provide item descriptions and quantity.
- Do not include inflation nor electric vehicle charging.

	Quantity Units	Quantity Year 1 (2027)	Quantity Years 1-3 (2027-2029)	Price Years 1-3	Extended Price (2027)	Extended Price (2027-2029)
1. TaaS: Microtransit	Driver Hours (Annual)	[To be provided]	[To be provided]	\$ _____	[\$Calc]	[\$Calc]



Questions Received in Advance

Q&A Pre-Procurement Vendor Information Meetings

Upcoming RFP: UTA On Demand Microtransit and Other Innovative Mobility Services

September 8, 2025

1. **Is UTA looking for a white-labelled rider app specific to UTA, or is a shared universal platform (multi-agency) acceptable?** – A shared universal platform is acceptable, provided it includes a UTA white-label brand and integrates seamlessly with the Transit App and UTA's fare system.
2. **Will UTA consider awarding separate contracts (e.g., software- only vs. turnkey ops), or will all awards require bundled vehicles, drivers, and technology?** – Contracts will not be for software-only. All awards will be for bundled, turnkey solutions, including drivers, vehicles, and technology.
3. **How does UTA envision expanding service zones under the Master Service Agreement?** – Service zones will expand through separate service orders, likely issued annually, with multi-year not-to-exceed amounts.
4. **What weight will be given to technology innovation vs. cost efficiency vs. operational experience?** – This is a best value procurement, with 80% weight on the technical proposal and 20% on price.
5. **Will UTA allow multiple vendors to operate different zones or service types simultaneously (multi-award scenario)?** – Multiple vendors may operate different zones simultaneously, provided all zones offer a seamless rider experience integrated with the Transit App and the UTA On Demand app.
6. **When does UTA expect to release the RFP and when would the first zones launch service under the new contracts?** – The RFP is expected to be released in mid-September 2025, with the first zones launching service on January 1, 2027.



Questions for Prospective Vendors

- What terms or services might we need to explicitly define in the RFP?
- Industry-standard language?: Non-dedicated service providers (NDSP) / TNC / Taxi / Transportation as a Service type
- What isn't clear in the price form?
- Is there anything else that you **need** to know to develop a price proposal?



A white Chrysler Pacifica minivan is parked on a city street. The car has a Virginia license plate that reads "UEA-1678" and a "TRUST" sign on the windshield. In the background, a red bus is stopped at a bus stop, and a person in a red shirt is standing nearby. The scene is set on a sunny day with clear blue skies and trees in the background.

Questions?