



Implementation of New or Expanded
MICROTRANSIT SERVICE

ONLINE BIDDERS' CONFERENCE

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WELCOME!

- **BEFORE WE GET STARTED...**
- PARTICIPATION IN TODAY'S WEBINAR IS ENCOURAGED!
- **THIS IS YOUR MEETING** – FEEL FREE TO ASK QUESTIONS OR MAKE COMMENTS DURING THE PRESENTATION!
- IF YOU'D LIKE TO COMMENT PLEASE:
 - ✓ RAISE YOUR HAND IF PARTICIPATING VIA ZOOM
 - ✓ PRESS *9 IF PARTICIPATING BY PHONE

- MICROTRANSIT -

- MSRC DEFINITION OF MICROTRANSIT IS BROAD
 - “Technology-Enabled, Shared Transportation”
 - Fills Void Between Traditional “Fixed Route” Transit & “Ride Hailing” Technology
- MSRC FUNDING ELIGIBILITY
 - **New** Microtransit Mobility Solution within a Specified Geographic Area
 - **Expansion of Existing Microtransit Service** Targeting New Service Areas, New Riders, & New VMT Reduction

IMPORTANT! THE MSRC IS NOT INCLINED TO
SUBSIDIZE AN EXISTING MICROTRANSIT PROJECT OR
ACT AS SUBSTITUTE FUNDING!

ELIGIBLE MICROTRANSIT SERVICE IS **NEW SERVICE** OR
AN EXPANSION OF AN EXISTING SERVICE!

LOCATION, LOCATION, LOCATION...

MSRC EMPHASIS IS AREAS THAT MOST DIRECTLY BENEFIT FROM MICROTRANSIT:

- ✓ Integrated Into Other Transit Systems
- ✓ High-density Urban or Suburban Communities - Traditional Fixed-Route Transit Does Not Meet Mobility Needs of Residents
- ✓ Disadvantaged Communities (DAC) or Other Regions that Lack Adequate Transportation & Mobility Options
- ✓ Areas That Suffer Disproportionately From Air Pollution

THE BASICS

- Funding Potential: Up to \$2.5M Total
- Geographic Minimum: \$312,500 per County
- Maximum Cost Share: 50%
- MSRC-Funded Service: Up to 18 Months Maximum
- **Proposals Due: March 24th @ 4:00 p.m.**

ARE YOU ELIGIBLE???

YOU ARE IF YOU'RE:

- ✓ A PUBLIC TRANSIT AGENCY
- ✓ PRIVATE TRANSPORTATION PROVIDER
- ✓ PARATRANSIT SERVICE PROVIDER
- ✓ LICENSED, PRIVATE TRANSPORTATION PROVIDER

ARE YOUR VEHICLES ELIGIBLE?

VEHICLES THAT PERFORM MSRC MICROTRANSIT SERVICE MUST BE ZERO-EMISSION!

- ✓ FLEXIBILITY AS TO VEHICLE SIZE & RANGE BUT MUST ACCOMMODATE AT LEAST FOUR (4) SEATED PASSENGERS PLUS DRIVER
- ✓ MUST MEET ADA REQUIREMENTS
- ✓ MUST MEET DMV, DOT, STANDARDS

REMEMBER - VEHICLE ACQUISITION COSTS ARE NOT ELIGIBLE FOR MSRC FUNDING!

ELIGIBLE USES OF MSRC FUNDS

- ✓ **TRANSPORTATION OPERATIONS**
 - Direct Costs Associated with Operations of Microtransit Services
- ✓ **MARKETING, OUTREACH, & PROMOTION**
- ✓ **REASONABLE ADMINISTRATIVE COSTS**
 - The Determination Of What Constitutes “Reasonable Costs” Is Within the Sole Discretion of the MSRC

INELIGIBLE USES OF MSRC FUNDS

- X **Capital Costs** of Microtransit Vehicle Purchase or Lease
- X Acquisition of **Real Property**
- X **Electric Vehicle Charging Infrastructure (EVSE)** Purchase or Installation

ADDITIONAL PROGRAM CONDITIONS

- MAXIMUM MICROTRANSIT SERVICE SUBSIDY DURATION IS EIGHTEEN (18) MONTHS
- CO-FUNDING \geq 50% of Total Project Cost
- ELIGIBLE PROJECT CO-FUNDING INCLUDES:
 - Direct Cost Share – Cash, Direct Labor, Vehicle & Facility Costs
 - Indirect Cost Share – G&A, other Overhead
 - Fare Box Revenue
 - Outreach, Marketing, & Promotion

IMPORTANT! PROPOSALS MUST BE ELECTRONICALLY
SUBMITTED TO THE MSRC WEBSITE NO LATER THAN
4:00 PM ON MARCH 24, 2023

Late Proposals Cannot Be Accepted For Any Reason!!!!

Seriously.

SECRETS TO SUCCESS...

- MSRC Funding Serves As **SEED MONEY**
 - Initial Investment to Launch or Expand Innovative Microtransit Mobility Solutions
- **STRONG BUSINESS CASE** for the New Or Expanded Microtransit Service
 - Explains How the Proposed Microtransit Service will be Sustainable Beyond MSRC Funding

AND A CAUTION...

- RFP SECTION 3.5, PAGE 5
 - MSRC Microtransit Service Projects Are Funded on an “Area-Specific” Basis
 - Each Project Is Evaluated With Respect to the Proposed Service Area’s Location, Activity Centers, Traffic Congestion, Availability of Other Transportation Options, etc.
 - Proposals That Result In An Award Of MSRC Funds Are Not Allowed To Change The Microtransit Service Location Under Any Circumstances
 - In The Event The Proposed Service Area Becomes Unavailable, Nonviable, or No Longer Cost-effective, Either Contract Negotiations will Terminate, or the Contract Will Terminate, As Applicable.

PROPOSAL PREPARATION

- SEE RFP SECTION 5, PAGE 7
- INCLUDE NARRATIVE ADDRESSING INFORMATION REQUESTS IN **ATTACHMENTS A-G**
 - PLUS, **ATTACHMENT H** Forms & Certifications!
- PAY PARTICULAR ATTENTION TO ATTACHMENT G, “SERVICE CONTINUATION PLAN”

PROPOSAL SUBMITTAL

- SEE RFP SECTION 5.2, PAGES 7 & 8
- PROPOSERS MUST BE REGISTERED ON MSRC **CLEAN TRANSPORTATION FUNDING™** WEBSITE PRIOR TO SUBMITTING A PROPOSAL!
- www.cleantransportationfunding.org
- SUBMIT IN PDF FORMAT ONLY!
 - MS WORD DOCUMENTS NOT ACCEPTED BY THE WEBSITE!

EVALUATION & SCORING CRITERIA

1. MICROTRANSIT SERVICE COST-EFFECTIVENESS (0-35 Points)
2. SERVICE CONTINUATION PLAN (0-35 Points)
3. CONNECTIVITY & INTEGRATION WITH OTHER PUBLIC TRANSIT (0-15 Points)
4. MOBILITY IN DISADVANTAGED OR UNDERSERVED AREAS (0-15 Points)

QUESTIONS?

- MSRC STAFF ARE ALWAYS AVAILABLE TO ANSWER QUESTIONS - SEE CONTACT INFORMATION ON RFP PAGE 8!