



North Central Texas Council of Governments

NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS

METROPOLITAN PLANNING ORGANIZATION

REQUEST FOR PROPOSALS

**FOR A HOSTED WEBSITE SOLUTION FOR WWW.TRYPARKINGIT.COM,
THE REGIONAL COMMUTE TRACKING, RIDE-MATCHING, AND COMMUTER REWARD
SYSTEM WEBSITE FOR THE NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS**

June 30, 2023

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INTRODUCTION

The North Central Texas Council of Governments (NCTCOG) is requesting written proposals from vendors for a hosted website solution for NCTCOG's existing commute tracking and ride-matching website and app, www.tryparkingit.com. The hosted website solution will allow commuters in the North Central Texas region to record information about alternative commute trips and locate ride-matches for traditional carpools and vanpools, along with transit, biking and walking partner matches. The hosted website will also offer sustainable incentives to motivate commuters to increase their use and reporting of alternative commutes.

The hosted website will continue to serve as the region's ride-matching and commute tracking online application, TryParkingIt.com. The current website is a two-part solution for reducing the number of vehicles on the road and for tracking the savings that result from those vehicle reductions. The website is used to assist commuters in locating traditional carpool and vanpool matches within the North Central Texas region. Additionally, the website allows commuters to record their alternative commutes and receive a summary of miles saved, trips reduced and harmful emissions reduced, specific to their personal commute. The website is used by planners to enhance existing planning and evaluation tools; query the data collected; and calculate mobility and air quality benefits for the region.

In addition to current website functionality, NCTCOG is seeking a hosted website solution that incorporates the following features: current web technology that allows users to easily access the website from a mobile app, smartphone, tablet, or computer and native mobile app for Android and iPhone devices at a minimum; geo-location functionality for improved matching opportunities; multi-mode commute tracking; reporting of Electric Vehicle (EV) trips; ability to cross report commute activities with other applications; individual, employer specific and regional commute activity reporting functionality; allow for ride-match SMS text message and/or in-app notifications; open or shared API architecture/capability; individual, team and organizational commuter

challenge hosting capabilities; and a built-in reward system functionality that includes sustainable incentives. Engineering services are not anticipated for this effort.

NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS

The North Central Texas Council of Governments (NCTCOG) is a voluntary association of, by, and for local governments, and was established to assist local governments in planning for common needs, cooperating for mutual benefit, and coordinating for sound regional development. NCTCOG's purpose is to strengthen both the individual and collective power of local governments and to help them recognize regional opportunities, eliminate unnecessary duplication, and make joint decisions.

Since 1974, NCTCOG has served as the Metropolitan Planning Organization (MPO) for transportation in the Dallas-Fort Worth (DFW) Metropolitan Area. NCTCOG's Transportation Department is responsible for regional transportation planning for all modes of transportation. The Department provides technical support and staff assistance to the Regional Transportation Council (RTC) and its technical committees, which compose the MPO policy-making structure. In addition, the Department provides technical assistance to the local governments of North Central Texas in planning, programming, coordinating, and implementing transportation decisions.

BACKGROUND

Tryparkingit.com is an existing website that serves the entire North Central Texas region, providing commute tracking and ride-matching via website or app. The current website supports the goal of reducing the number of vehicles on the road and tracking the savings resulting from those vehicle reductions. Information on miles saved, harmful emissions reduced, and trips reduced are provided to users of the website.

The current website is used by planners to enhance existing planning and evaluation tools; query the data collected; and calculate mobility and air quality benefits for the region.

PURPOSE AND NEED

In March 2005, NCTCOG committed Surface Transportation Block Grant Program (STBG) funds for the Enhanced Employee Trip Reduction Program (Enhanced ETR). The regional Enhanced ETR Program is designed to reduce employee commute vehicle trips through the implementation

of rideshare programs, telecommuting and flexible work hour programs, transit pass subsidies, and by encouraging the use of bicycling, walking, and other similar vehicle trip reduction strategies. In October 2006, NCTCOG went live with the first generation of the NCTCOG Try Parking It website, www.tryparkingit.com, a commute tracking and ride-matching application used to enhance existing planning and evaluation tools, query the data collected, and calculate mobility and air quality benefits. The initial website was hosted on NCTCOG servers. In 2015, NCTCOG transitioned the website to a hosted solution. In June 2021, the Regional Transportation Council (RTC) approved RTC Resolution R21-04: Resolution Supporting the establishment of a Regional Single-Occupancy Vehicle Trip Reduction Target to Reduce Drive Alone Vehicle Trips in North Central Texas: Sustaining Benefits of Changes in Travel Behavior on Congestion Levels Experienced During COVID-19. The resolution established an annual target to reduce SOV commute trips by 20 percent with the target maintained each year. A component of the resolution strongly encourages both public and private sector employers to monitor and track agency participation in trip reduction strategies through the Try Parking It platform or a comparable commute tracking system. Annual updates on the status of the regional target and employer participation will be generated largely through reporting capabilities included within the Try Parking It platform.

The hosted Try Parking It website and application system will continue to provide support to NCTCOG in its efforts to expand a regional rideshare/carpool program throughout the 16-county region of North Central Texas. The hosted website and application system should be designed to provide efficient and cost-effective alternative commute choices to driving alone and provide a viable and accurate method for gathering and reporting commute-related data on vehicle miles saved, emission reductions achieved through ridesharing (carpooling and vanpooling) and other alternative commute options such as transit, biking, walking, telecommuting, compressed work weeks, and the use of electric vehicles; and for individual and employer program participation. The system will aid in the reduction of traffic congestion along regional corridors and improve mobility and air quality. It will also provide users with an interactive web-based interface for tracking the use of alternative commutes and for carpool and vanpool ride-matches. The ability to track activities related to other alternative commutes (e.g. biking, walking, telecommuting, transit, compressed work weeks, late commute starts, electric vehicle (EV) usage, etc.) is also required. The website and application system should be fully operational across desktop, laptop, tablet, and mobile smartphones using modern web browsers and native mobile apps for Android and iPhone devices at a minimum.

The hosted website and application system will also allow NCTCOG designated partner agencies to independently access commute activity related to rideshare requests and applications. The vendor will transfer the existing commuter data from the current website database to the hosted website and application.

The hosted website and application system will include existing features included in the Try Parking It system and allow commuters to participate exclusively in the commute tracking component, the ridesharing component or both components. Existing features include an initial registration form; a secure log-in for users and/or administrators; historical commute fields; specific match criteria; match preferences; search features; current web technology that allows users to easily access the solution from a smartphone, tablet, computer and native mobile app for Android and iPhone devices at a minimum; geo-location functionality for improved matching opportunities; multi-mode commute tracking; individual, employer-specific and regional activity reporting functionality; individual, team and organizational commuter challenge hosting capabilities; and a built-in reward system functionality that includes sustainable incentives. Additionally the system should also accommodate commuters that do not have internet access by offering an assisted data entry feature; should run reports to display available rideshare matches, existing rideshare pools, requested rideshare matches, and environmental savings; allow for ride-match SMS text message and/or in-app notifications; include an open or shared API architecture/capability that permits secure data consumption between external third party applications and TryParkingIt.com which provides the ability to cross report commute trip activities with other applications.

PROJECT SUPPORT

The project will be conducted under the guidance and supervision of a Project Review Committee (PRC), which may include members of NCTCOG and staff from other local government partners. The responsibilities of the PRC will be to serve as the principal technical review committee for this project. NCTCOG will serve as the Project Manager to implement a mutually agreed upon scope of work, monitor progress of firm(s) activities, and serve as a liaison between the firm(s) and other partners. The selected firm(s) will enter into a contract with NCTCOG for the agreed upon scope and budget. NCTCOG shall also serve as the contract manager and procurement administrator for the project.

WORK PROGRAM

The work program for the hosted website and application solution is summarized by the tasks outlined below. Proposers are encouraged to visit www.tryparkingit.com and review these tasks and to exercise creativity in responding to the project needs. Modifications to the tasks and task sequencing which will improve the effectiveness of the project effort, while containing costs, are encouraged.

SCOPE OF WORK

Task 1: Required Project Administration

The vendor will be responsible for transferring existing commuter data to the hosted website. The vendor will also be responsible for uploading regional geographical points of interest (e.g. park and ride facilities, bike path routes, transit information, bike and/or car share locations, EV charging stations, etc.) The vendor will also monitor and track the ongoing activities of the program and submit monthly invoices and progress reports as well as other supported documentation as requested by the NCTCOG Project Manager that include:

- Number of active rideshare (carpool and vanpool) participants.
- Number of system individual users and participating employers.
- Trip origins and destinations.
- Number of Vehicle Miles Traveled (VMT) reductions.
- Number of passenger trips.
- Emissions reductions – VOC, NOX, CO, CO₂, PM.
- Number of carpool and vanpool matches.
- Number of participants using other commute alternatives, including, but not limited to teleworking, bicycling, walking, public transit, vanpooling, compressed work schedules, and EV users.
- Other relevant information, as agreed to by both parties.

Other requirements may include but are not limited to the following:

- Timely response to NCTCOG inquiries regarding site functioning must be provided.
- Technical support to NCTCOG administrators must be available by phone and e-mail from 8 am to 5 pm Central time, Monday through Friday for urgent matters.

- The capability for NCTCOG to announce upcoming, alternative transportation-related events to users.
- The capability to provide SMS text message notifications for possible ride-matches.
- Emissions reduction data will be calculated using Motor Vehicle Emission Simulator (MOVES) emission factors, developed with local inputs, and may be updated as deemed appropriate by NCTCOG.
- A mechanism must be in place to find and eliminate duplicate accounts set up by users.
- A mechanism must be in place to immediately flag trip information that may have been entered erroneously (e.g., a walking trip of 10+ miles, two separate trips taken within the same timeframe, or duplicate trip entries). Steps must be taken to verify and, if necessary, correct such information.
- If users are allowed by the system to set up the recording of regular commutes on a recurring basis, the vendor must have a mechanism in place to verify at set intervals of no less than four months that such trips are still occurring. If attempts to verify are not successful, such trips must be discontinued by the provider.
- For the purpose of accuracy in calculating emissions reduction, vendor must attempt to collect users' regular transportation mode(s) before they enrolled, the year/make/model of vehicle used for a carpooling trip, whether the individual is a driver or rider, and how many people were in the vehicle for each segment of a trip. Such information must be employed in data provided regarding VMTs and emissions reduction.
- Historical trip data and savings must be maintained after a personal account has been deleted.
- At the request of NCTCOG following the termination or completion of this contract, the vendor will supply a current listing of e-mail addresses for all active users, so that NCTCOG may contact them to let them know about other rideshare and alternative transportation trip recording services. If the information cannot be shared, provider will contact users on NCTCOG's behalf to offer alternative services.

Task 1 Deliverables: The vendor will prepare a final report of project accomplishments and program results outlined above and provide to NCTCOG as indicated and in total at the close of the project. All information will be provided in electronic format, compatible with all Microsoft Office applications and Adobe PDF format, along with paper copies.

Task 2: Website Hosting Requirements

The hosted website and application system will enable commuters to manage their request for ridesharing opportunities; track current alternative commute activities and offer a built-in reward system functionality that includes sustainable incentives. The hosted system should allow commuters to participate exclusively in the commute tracking component, the ridesharing component or both components. Required features include a secure log-in for users and/or administrators; historical commute/trip profile capabilities; daily commute information collection page; specific match criteria, match preferences, and search features; limited ride-match preview before creating an account; calculators to tabulate and display statistics to the commuter; content management capabilities that allow NCTCOG to make minor content updates; current web technology that allows users to easily access the website from a smartphone, tablet, computer, and native mobile app for Android and iPhone devices at a minimum; geo-location functionality for improved matching opportunities; multi-mode commute tracking; individual, employer-specific and regional activity reporting functionality; open or shared API architecture/capability that permits secure data consumption between external third party applications and TryParkingIt.com; individual, team and organizational commuter challenge hosting capabilities and a built-in reward system functionality that includes sustainable incentives..

The hosted website and application system should also accommodate commuters that do not have internet access by offering an assisted data entry feature that allows designated representatives or administrators to enter the data for the commuter. The hosted website system should also allow NCTCOG and designated partner agency representatives to independently access commute activity reports related to rideshare activity and requests. Regional transit agencies, Denton County Transportation Authority (DCTA), and Trinity Metro, may partner with NCTCOG in the use of www.tryparkingit.com as the ride-matching source for the regional vanpool program. Dallas Area Rapid Transit (DART) may eventually rejoin the regional vanpool program and utilize the system as well.

The hosted website and application system should use the commute inputs to match the commuter with available carpool and vanpool opportunities and allow for ride-match SMS text message notifications. The system will run reports to display all available rideshare matches,

existing rideshare pools, requested rideshare matches, and environmental savings. Reports will be accessed as needed via an online dashboard or reporting system by designated partner agencies and NCTCOG staff.

The hosted website system will also provide a web interface for commuters in the Dallas–Fort Worth region to log alternate commutes made for work purposes. Data will be collected from the commuter’s self-reporting of daily commute information on alternate modes of single-occupant vehicle transportation and/or trip elimination strategies including rideshare through carpools and vanpools, rideshare service companies, telecommuting and flexible work hours, transit use, walking, and bicycling. All data should be tracked for each individual commuter. The hosted website and application system should permit API integration with partnering third party providers to allow secure data exchanges between applications. The hosted website system will use these inputs to track trip modes used and trips removed for the purpose of calculating mobility and air quality benefits for the region.

The hosted website and application system should also offer a built-in reward system functionality that incorporates sustainable incentives to motivate commuters to increase their use and reporting of alternative commutes. The vendor will obtain the incentives from sponsors or other sources and will manage the distribution of the incentives.

Task 2.1: Required Baseline Features

Basic user features will include, but may not be limited to the following:

Registration Features:

- Personalized login and password selection.
- Automated password recovery/reset functionality for users.
- A registration form consisting of a personal profile and an initial commute profile that is collected once and used to populate commute information collection fields on the Commute Log.
- Initial personal profile collects the commuter’s name, home, work e-mail address, and a secondary personal email address.

- Initial commute profile allows for entry of commute destination information, commute distance, commute days of the week, usual mode of transportation and frequency, vehicle information, departure and arrival information, option to select SMS text message and/or in-app notifications for ride-match, and option to receive e-mail notices of new events and promotions.

Additional questions will include, but are not limited to the following:

- Contact information – telephone (daytime, nighttime, and cell phone); alternative mailing address; and county.
- Gender.
- Employer name, address, and department.
- Rideshare interest – carpool, vanpool, transit, and bicycling, along with the ability to select multiple options.
- Origin (if different than home) and destination.
- Days the commuter wishes to rideshare.
- Preferred trip time.
- Option to provide additional information on days and time flexibility.
- Smoker preference.
- Rideshare companion preference.
- Driver/passenger preference.
- Passenger occupancy preference.
- Contact preference – The application should be set to keep commuters' phone number discreet and have initial contact among commuters be made by e-mail or in-app communications.
- Contact preference for assisted registration when e-mail/internet access is not available.
- Ride-match confirmation status
- Opt out feature to discontinue receiving e-mail notices.

Call-in Commuter Registration

The hosted system should also accommodate commuters who are not able to or wish not to utilize the website or application to sign up for carpool and/or vanpool ride-matching services. NCTCOG designated site administrators will assist commuters via telephone or through paper requests and

will input the commuter's personal profile and commuter profile utilizing the hosted website solution.

Assisted Personal Profile

- First and Last Name.
- Work and Personal E-mail Address.
- Home Address, city, state, and zip code.
- Telephone Number (explain that if e-mail address is not available their phone number will be provided to potential ride-matches).
- Employer Name and department
- Preference for commuter to receive ride-match notification if no matches available (e-mail or mail). If mail selected, the appropriate site administrator will make those notifications.
- The ride-match module should contain the following features when an e-mail address is not available:
 - Notification to the commuter requesting a match that a ride-match is available; however an e-mail address is not available for the other participant.
 - The notification should provide the other participant's name, phone number and compatibility.
 - The notification should also ask the commuter if it would be possible to provide the other participant with the commuter's phone number so that they may be contacted (e.g. "Yes, please provide the ride-match user with my phone number so that they may contact me for a potential." "No thank you, I will contact the ride-match on my own terms.").
 - If the commuter responds yes, notification should be routed to the appropriate NCTCOG designated site administrator. The appropriate designated site administrator should be given notification via e-mail that a ride-match form needs to be mailed with a link in the e-mail of the section that the representative can print the ride-match form. A template letter should also be available for the representative.

Vanpool Features

The vanpool feature should allow the commuter to see existing vanpools throughout the region. The vanpool feature should route the commuter's information to the appropriate vanpool service provider, as determined by NCTCOG and its partner agencies, based on the commuter's origin and destination found in the Personal Profile and Commuter Profile. The vanpool feature should accommodate commuters who are unable to or wish not to utilize the website to sign-up for vanpool ride-matching services.

If a vanpool match is available:

- Show details of the appropriate transit agency's vanpool program (e.g. price, incentives, promotions, provider notes, etc.).
- List of ride-matches with map showing approximate locations of vanpool meeting locations, if available.
- Ride-matches should show a contact name and provide a link which will give more details on compatibility, seats available and how to contact the vanpool service provider representative.
- Along route matching, commuters with long distances to be able to pick up commuters along their commute route.
- Printable ride-match report – commuter generated.
- Alternative match notification – If the commuter requested a carpool match but no match is found and the commuter qualifies to be in a vanpool, a message stating that a vanpool would also be an alternative and to click a link for more information.
- Vanpool Site Administrator Reporting – NCTCOG designated site administrator to be able to input vanpool information: vehicle number, passenger capacity, number of current passengers, names of current passengers, origins and destinations, and van price. The ability for automatic upload or reporting directly from the vanpool provider is strongly encouraged.

Search Features

The system should allow commuters to view all commuters with similar travel patterns in a list form that is accompanied with a map view. NCTCOG designated site administrators should also be able to search all records contained in the applications.

- Ride-matches may be based on origin/destination address, employer name (for work trips), arrival/departure times, days of the week (for recurring trips), and date (for one-time trips).
- Preview limited information about potential trip matches before establishing an account.
- Adjustable search radius/range – user may control the range of distance to search for matches.

In order to locate the commuter's profile, a commuter search feature should be made available to site administrators. The search field should be made by last name and first name or username. Site administrators should have the ability to change any commuter's profile, should the commuter be unable to access his/her information via the internet.

Other Features

- Built-in reward system functionality that offers and manages sustainable incentives and allows users to accumulate points for recording commute trips. Vendor should obtain the incentives used in the program from sponsors or other sources.
- Public XML Web Services API Access and Documentation. The XML data feeds should provide real-time information about services in the DFW area in an easy-to-use XML format for third party developers to use with their own sites, services, and applications. The data feeds contain the same information as seen on the TryParkingIt website (www.tryparkingit.com).
- Flexible platform that allows for modifications in regional policies regarding TDM strategy focus.
- Allow for corridor-specific challenges, campaigns, or targeted outreach.
- Allow the application of incentives based on available transportation modes within the corridor or geographical area.
- Commute Cost Calculator that allows the user to calculate the cost of driving a single occupancy vehicle.
- Users' savings in money and/or gallons of fuel, vehicle miles traveled, calories burned, and emissions as compared with travel in a single occupant vehicle will be prominently displayed.
- Automatic response mechanism for the commuter.
- Commuter to commuter communication feature.
- SMS text message and/or in-app notifications for possible ride-match

- Assisted account registration capabilities.
- Multi-modal trip tracking capabilities for which the various segments are counted collectively as one trip (e.g. partly taken by bus and partly taken by walking).
- Multiple trip profile capability (save and retrieve options).
- Mapping features, includes latitude/longitude information.
- Along route matching functionality.
- Ability to host commuter challenges for individuals, teams, and organizations.
- Printable ride-match report – commuter generated.
- User option to participate only in trip tracking, ride-matching, or both.
- System reminders/notifications to registered users that have not recorded trip activity during an extended time period.
- Ability to provide transit (bus/train) service information (e.g. schedules, fees, web links, etc.).
- Space reserved to highlight information about the NCTCOG organization and Travel Demand Management (TDM) program.
- Use of the Try Parking It name to maintain established program consistency.
- Inclusion of links to NCTCOG programs and partner agencies as designated by NCTCOG, including but not limited to DART, DCTA, and Trinity Metro.
- Allow access of origin and destination coordinates in either WGS84 lat/long or NAD83 State Plane coordinates.
- User anonymity safeguards.
- Web pages accessible in English and Spanish at a minimum, with options to select other preferred languages.
- Capacity to accommodate VMT and trip-based contests or challenges that are both employer- or other group-based and individually-based.
- Capacity to survey users and allow NCTCOG to briefly survey users at least twice per year.
- Ability to upload local/regional points of interest (e.g. park-and-ride facilities, bike/walk trails, bike share locations, EV charging stations, etc.).
- Users may request to be notified by e-mail and SMS text message when a new potential match for any of their specified trips registers. If notification of new potential matches is not offered, those who have indicated an interest in carpooling but have not recorded carpooling trips will be reminded periodically (e.g. quarterly) to conduct a new search.

- Trips taken or saved through alternative transportation or work schedules will be tracked on a calendar or other tool that makes users' trips visible to them at a glance.
- Individuals may delete their accounts, and an exit survey must be offered as part of the deletion process.
- An online "help" function must be available to users.
- Security safeguards.
- Terms & Conditions for use of regional rideshare application.

Employer Features

The system should allow designated employer administrators the ability to collect, report, and upload registered employee-specific commute information in an effort to satisfy the employer reporting requirements specified under RTC Resolution R21-04. The system should collect the following information:

- Employer Name, location address(es), and list of departments.
- Total number of employees by location and/or facility.
- Total number of employees that are registered Try Parking It users and registered users by location and/or facility.
- Specify if employer has an established Employee Commute Program.
- Ability to collect, track, and report data as specified under the Report Features section below by individual employer.
- Provide a downloadable spreadsheet template to collect data fields from other commuter tracking platforms.
- Ability to upload external data collected using the downloadable spreadsheet template into a Try Parking It database.

Report Features

Report features will include, but may not be limited to the following:

- Reports should be generated by an open date range and include an option to sort by the entire region, by vanpool or transit service area (DART, DCTA, Trinity Metro), or by employer.
 - Number of active rideshare participants (carpool and vanpool).

- Number of system individual users and participating employers
- Number of carpool and vanpool matches.
- Number and list of commuters pending ride-matches (carpool and vanpool).
- Number of confirmed/completed ride-matches.
- Number of vehicle miles traveled (VMT) reductions.
- Emissions reductions – VOC, NOX, CO, CO₂, PM, GHG.
- Number of participants using other alternative commute modes, including carpooling, vanpooling, biking, walking, transit, telecommuting, compressed work-week/schedules, brown bag lunches, EV and zero emissions vehicle usage, TNC rideshare activity.
- Number of new users.
- Total recorded trips reduced, taken and saved, also taken by mode.
- Other reductions – Total reduced single occupancy vehicles (SOVs) trips, SOVs reduced by mode, VMTs, VMTs reduced by mode, reduced NOx, reduced NOX by mode, reduced VOC, and reduced VOC by mode.
- Employer-specific reports that include breakdown of trip reduction strategies taken by registered employees.
- Data imported by third party applications.
- Data can be exported for reporting purposes.
- Raw data collected by survey must be provided within two weeks of survey completion.

Third-Party Data Consumption Features

- Ability to securely link system user accounts to external system user accounts (such as other carpool/transit/tollway systems/GoCarma) including a user interface that allows the user to manage these connections.
- Interface where an external system can provide trip origin, destination, departure time, and travel mode options. The interface should return a list of routes including travel mode and associated incentives. The interface should also allow for an option to return a preferred trip (mode/route) based on maximized incentives.

Task 2 Deliverables: The consultant will summarize the findings of the efforts outlined above into an appropriate format for review by NCTCOG.

Task 3: Optional Enhanced Features

The features specified below are optional enhancements that NCTCOG would like proposers to address related to dynamic routing incentive capabilities between external third-party applications and TryParkingIt.com.

1. Interface that allows an external system or program to create or update a reward based on real-time data points (traffic, parking, etc.) including conditions to earn the reward.
2. Interface that allows an external system or program to verify trip completion so that the user can gain credit towards a reward.
3. Interface that allows an external system to communicate data spanning multiple trips in order to provide incentives based on aggregated data (i.e. – a reward for X number of carpool trips).
4. Interface that allows an external system or program to redeem rewards in a timely manner.

Task 3 Deliverables: The consultant shall prepare a detailed Project Management Plan (PMP) for the development of the enhanced features if they will be developed specifically as a result of this RFP. This should include a detailed description of the tasks to be undertaken in the work program, a project schedule to include anticipated meetings, a quality control/quality assurance plan, and an outline of project administrative procedures. A draft PMP will be prepared and submitted to North Central Texas Council of Governments (NCTCOG) for review and comment. A final PMP will be prepared in response to comments received from this review.

Task 4: Employer and Community Outreach and Recruitment

The vendor will market the program through community outreach activities, perform business and employer outreach to recruit regional employers to establish employer accounts in accordance with RTC Resolution R21-04 and local business participation in the Try Parking It G.R.E.E.N. Rewards Partner Program. G.R.E.E.N. Reward Partners **GIVE** a certain amount of rewards monthly or quarterly for active website user consumption; **RECEIVE** recognition on the website, in newsletters, social media, and more; **EXPAND** their customer demographic by partnering with Try Parking It, which can potentially result in new and lasting customers for their business; **EFFECTIVELY** aiding in improving air quality and decreasing traffic congestion in **NORTH TEXAS** by contributing rewards that motivate commuters to try alternative commute, getting more

vehicles off the road. Rewards and incentives will be distributed to Try Parking It users through the integrated reward system. Proposed enhancements or modifications to this task will be accepted.

Task 4.1: Solicit active participation and support from local businesses and employers to donate goods and services to be used to reward active users that actively track alternative commute activities. The sourcing of rewards may be through non-donated sources based on funding eligibility.

Task 4.2: Solicit and recruit employers to establish employer commute programs and establish employer accounts in accordance with RTC Resolution R21-04.

Task 4.3: Coordinate with the NCTCOG Travel Demand Management Program team and other stakeholders, including but not limited to area business associations/chambers of commerce, and regional Transportation Management Associations (TMAs) to solicit support and assistance with participation in the program.

Task 4.4: Marketing and promotion of the program to the community and employers on an ongoing basis.

Proposers are encouraged to exercise creativity in responding to the project needs. Modifications to the tasks and task sequencing which will improve the effectiveness of the task effort, while containing costs, are encouraged.

Task 4 Deliverables: The vendor will prepare a final report of project accomplishments along with program results and submit to NCTCOG annually.

ADDITIONAL REQUIREMENTS

1. The Proposer must include a description of technical hardware, software, equipment, and professional services to be used in carrying out the proposed service.
2. The Proposer must provide emission calculation methodologies, including how they determine emission factors, in the submitted proposal.
3. The Proposer must submit a data backup plan and schedule that ensures very little downtime.

4. The Proposer must include an initial training plan for NCTCOG designated administrators and periodic trainings on an as-needed basis. If such training can be adequately provided through other means, it need not be conducted in-person.
5. If requested, the Proposer must make an online demo version of the proposed system available for review and testing.

SCHEDULE AND BUDGET

This project has an anticipated Notice to Proceed date of approximately August 2023 timeframe. NCTCOG anticipates awarding a contract with a one-year base term and two one-year optional renewals. The TryParkingIt system will be developed over a four-month time period, with maintenance and operations for the remaining eight months. The firm(s) will develop a schedule of tasks with completion dates and methodologies for the development of the TryParkingIt system. NCTCOG will select all the identified tasks or a subset of the tasks to be completed. Suggested modifications to the schedule will be considered. Based on funding availability, NCTCOG reserves the right to modify the base contract term and optional renewal terms.

CONSULTANT SELECTION CRITERIA

The Consultant Selection Committee (CSC) will review all proposals and select a firm it considers qualified to undertake the project. The following criteria will be used to evaluate the proposals:

1. Project Understanding	25 percent
2. Scope of Services	25 percent
3. Project Manager/Staff Qualifications	20 percent
4. Project Cost	15 percent
5. Firm Qualifications/Consultant References	10 percent
6. Project Schedule	5 percent

If the CSC determines that interviews will be required before a final decision can be made, the **interviews will take place via TEAMS on July 28, 2023**. Proposers should be willing and able to attend these interviews, if necessary. Firm(s) who are invited to an interview will be notified by the close of business on **Monday, July 24, 2023**, that an interview has been scheduled. Costs for developing the proposal and costs attributed to interviews (and subsequent negotiations) are at the proposer's own expense and will not be reimbursed by NCTCOG.

PRICING PROPOSAL

The consultant shall provide a detailed budget using the template excel file provided. The budget shall detail out separately the maximum raw salary by position, overhead, and profit. Additionally, any direct expenses shall be detailed. One tab should be completed for the Prime, which includes the total cost for each subconsultant. A separate tab should be completed showing the breakdown of cost for each subconsultant.

CONTRACT AWARD

Following final negotiations of the work plan and costs satisfactory to NCTCOG, the firm(s) will be asked to execute a contract with NCTCOG. A Notice to Proceed will be issued upon execution of the contract. NCTCOG reserves the right to reject any and all proposals, to contract for any or all portions of the project with the selected firm(s), or to hire multiple firms.

The successful responder(s) to this Request for Proposals is expected to provide qualified personnel to accomplish each portion of the work in this study. NCTCOG will maintain the right to request the removal of any personnel found, in its opinion, during the course of work on this project, to be unqualified to perform the work.

The Sample Contract, provided in this transmittal, contains federal requirements which must be included with all proposals submitted. Appendices C through J of the Sample Contract contain compliance requirements and certification forms which must accompany the proposal. **Failure to comply with these requirements may result in finding the Proposal non-responsive.**

The Texas Legislature has adopted House Bill 1295. In short, the law states that a governmental entity or state agency may not enter into certain contracts with a business entity unless the business entity submits a disclosure of interested parties (Form 1295) to our agency at the time of a signed contract. As part of contract development, the Consultant will be asked to complete the disclosure of interested parties electronically and submit through the Texas Ethics Commission website. NCTCOG will provide a specific contract number associated with the award for inclusion in the submittal. Once submitted, the Consultant will be requested to return an e-mail confirmation of submittal to NCTCOG. For more information about the process, please visit the following website for Frequently Asked Questions:

https://www.ethics.state.tx.us/resources/FAQs/FAQ_Form1295.php

DISADVANTAGED BUSINESS ENTERPRISE PARTICIPATION

Other requirements are that the Disadvantaged Business Enterprise participation must meet the 13.1 percentage goal identified for this type of procurement and that an Affirmative Action Plan is included in the proposal. Failure to comply with these requirements may find the proposal non-responsive.

QUESTIONS AND RESPONSES

All questions regarding the services required shall be directed in writing by email to TransRFPs@nctcog.org by the close of business on **Wednesday, July 5, 2023**. All questions and responses will be posted on NCTCOG's website at www.nctcog.org/rfp by the close of business on **Friday, July 7, 2023**. NCTCOG reserves the right to respond to inquiries as it deems necessary.

OVERALL PROCUREMENT SCHEDULE

This RFP shall be used to accept, review, and score proposals based on the following schedule with the intent of awarding a Combination of Cost-Plus (year 1) and Fixed Price/Milestone Based (maintenance years) contract. The following represents the schedule of procurement activities leading to contract award:

Issue Request for Proposals	June 30, 2023
Last Day to Submit Questions	July 5, 2023
NCTCOG Q&A Posted to Website	July 7, 2023
Proposals Due & Proposal Public Opening	July 14, 2023
Consultant Selection Committee Meeting	July 24, 2023
Interviews (if needed)	July 28, 2023
NCTCOG Executive Board Approval	August 24, 2023
Execute Contract(s)	August 31, 2023

NCTCOG reserves the right to make changes to the above-mentioned schedule. All such changes shall be made by an amendment to the RFP and shall be posted on NCTCOG's website at www.nctcog.org/rfp. It is the responsibility of the consultant to frequently check this website for information concerning amendments to the RFP.

*Public opening of the proposals will be done via Microsoft Teams on **Friday, July 14, 2023, at 5:05 p.m.** Central time. A link to the Microsoft Teams meeting is below. Microsoft Teams is integrated with audio so you will only need to use the conference call number (below) if you are unable to access the Microsoft Teams App. The Teams App is [available for download here](#).

Public Opening of Proposals via Microsoft Teams:

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 274 207 625 901

Or call in (audio only)

[+1 903-508-4574](#)

Phone Conference ID: 641 583 888#