



RFP SOLUTION #2

NON ELECTRIC VEHICLES

+

WHITE LABELED DASHRIDE APP

+

ADDITIONAL PRODUCT VERTICALS TO INCREASE USAGE OF APP

USE EXISTING FOR HIRE TRANSPORTATION SERVICE PROVIDERS

The jury is still out there as it pertains to Microtransit... and whether someone will wait in the rain or snow for a bus. While our perception of Microtransit has changed, we are still optimistic that it will lead to wide spread adoption. The program could be just as or even more popular than the eBike Share initiative that launched several months ago in Park City. In an effort to save money and get better feedback before the City invests a significant amount of money, we would like to propose another alternative.

In this alternative, the City would still contract with Dashride and Mountain Transportation Network would oversee the software platform. The “verticals” of the ride types would remain the same... BUT the vehicles used for Microtransit would be existing (non-electric “For Hire” Transportation Vehicles).

Mountain Transportation Network would review the results with Park City on an ongoing basis. If the City determines that there are tweaks to be made or to modify the boundaries, that could be discussed on a case-by-case basis.

If at anytime during the Pilot Period the results were overwhelmingly positive then the City could request that Mountain Transportation Network move forward with implementing Fully Electric Vehicles at a predetermined and negotiated rate.

If at any time during the Pilot Period the results were less positive then the City could request that the Microtransit solution could be removed, it will be. The remaining offerings of ride types with Mountain Transportation Network would operate as is.

Please note, the following prices include no Managerial Costs by default as Vendor is willing to absorb these costs in exchange to win this business. Vendor would receive some compensation from “For Hire” vehicles that provide “Non Microtransit” rides.

Any rides that would fall into the “Microtransit” model would be subsidized by Park City at a rate of \$15 per ride. We are requesting that Park City would start with a “bank” of \$5,000 and would refresh that balance each time the balance fell below \$1,000 during the “Pilot Period”.

There may be additional costs associated, as an example, integrating with MyStop or having to pay less for Month #2 due to there being a surplus of subsidized rides remaining. Vendor will negotiate these items with the City.

COSTS, INVESTMENT, AND PROPOSAL AMOUNTS

FIXED MONTHLY OPERATING COSTS

KPCW Radio: \$1,500 (\$750 / Week... Odd Weeks)

Park City Television: \$1,500 (\$750 / Week... Event Weeks)

Park Record: \$2,000 (\$500 / Week)

Facebook: \$1,200 (\$40 / Day)

Promotional Free Rides (\$10 Off x 500): \$5,000 (First Ride Only or Other Special Promotion)

Dashride App Monthly Fee: \$800

Dashride Set-Up Fee: \$600 (\$3,600 One Time Fee, Broken Down To Monthly Figure)

CPA: \$500

Additional Operating Safety Net/Buffer: \$4,000

Subsidized Rides: \$5,000 (To be reloaded when balance reaches \$1,000. Each ride at \$15)

TOTAL MONTHLY COSTS: \$22,100

MONTHLY VEHICLE INVESTMENT

This RFP Will Use Existing For Hire Operators: \$0.00

FIXED MONTHLY INVESTMENT

VEHICLES: \$0.00

OPERATING: \$22,100

TOTAL MONTHLY INVESTMENT: \$22,100

*Customizations and integration with the MyStop app will incur extra fees and can be discussed during contract negotiations.