

REQUEST FOR INFORMATION
MICHIGAN DEPARTMENT OF TRANSPORTATION (MDOT)
OFFICE OF PASSENGER TRANSPORTATION (OPT)
STATEWIDE MOBILITY AS A SERVICE (MaaS) PLATFORM

Send questions to: Janet Geissler, Mobility Innovations Specialist
Michigan Department of Transportation
Office of Passenger Transportation
MDOT-OPT-RFP@michigan.gov

Submit questions by email on or before September 22, 2021

Date issued: September 15, 2021

Responses due: October 15, 2021, noon EDT

Submit to: Janet Geissler, Mobility Innovations Specialist
Michigan Department of Transportation
Office of Passenger Transportation
MDOT-OPT-RFP@michigan.gov

The Michigan Department of Transportation’s Office of Passenger Transportation is requesting the following information from prospective vendors about the commodities and/or contractual services described below. Vendors are encouraged to partner when their combined products meet the State’s needs. Responses are requested for all or part of this RFI. If you have a solution to only a portion of the requested information, OPT still is interested in your response.

DESCRIPTION OF COMMODITIES/CONTRACTUAL SERVICES

OPT believes that Michigan citizens and visitors would benefit from information about passenger transportation options throughout the state. Michigan has a wide network of passenger transportation systems, but no common information portal allowing residents or visitors to see how they may travel without a personal vehicle. OPT is seeking responses to this Request for Information (RFI) to assess the feasibility and utility of a Mobility as a Service (MaaS) platform that includes a statewide white-label app.

At a minimum, OPT would like the app to allow a user to enter an address, ZIP code, or geo-location and generate a list of transportation providers serving that location and means to contact them (phone number, website link, etc.). For example, when the customer enters an origin and destination, the app should respond with available fixed route and on-demand public transit service, available rail service, on-demand ridehailing service, walking route, bike route, available micromobility services (e.g., bikeshare and e-scooters), etc. When available from the transportation provider, it also should include basic information such as cost, hours of service, service area, any special qualifications for riders, etc.

When feasible, we would like the app to include a visual representation on a map. It should be easy to use and easy to incorporate information from service providers statewide.

At a more advanced level, the platform could accommodate or include additional MaaS features via APIs. For example, users could plan and book trips, pay fares (including a single payment to cover multiple modes/providers), see real-time vehicle arrival, and access reward programs. The platform could allow third parties to plan, book, and pay for trips for other users (e.g., a parent planning a trip for a child, a medical office scheduling a trip for a patient, etc.).

We understand that the platform may not include all functions initially, but we desire one that can be scaled and allow for the phase-in of advanced features.

SPECIFIC INFORMATION REQUESTED

Interested vendors, please:

1. Describe requirements for creation, implementation, maintenance, marketing and sustainability
2. Indicate what your platform/solution accommodates by mode (both public and private; see modal information in “Background,” below)
 - a. Provider information
 - b. Trip-planning features
 - c. Fare-payment features
 - d. Mapping
 - e. Other
3. Outline the functions and features of your MaaS platform/solution
 - a. How are multiple modes incorporated into a system? (e.g., paratransit, bus, bikeshare, etc.)?
4. List minimum operating system requirements for your MaaS platform/solution
 - a. How would the state/providers keep information up to date?
 - b. What are the minimum operating system requirements to accommodate each feature?
 - c. In addition to technology, what policy/organizational framework is needed for a successful implementation?
5. Identify and describe any licensing requirements for your MaaS platform/solution
6. Identify pricing structure for your MaaS platform/solution
7. Identify recommended project phasing for your MaaS platform/solution
8. Provide any insights you believe the State should know when considering a statewide MaaS platform.
 - a. What are recommended metrics for success for users, transportation providers, and the state?
 - b. Are there any pitfalls we should be aware of (maturity of technology, user expectations, data-sharing issues, etc.)?
 - c. Are any of the State’s desires not feasible with current technology?
 - d. Other

BACKGROUND

Michigan has several shared-use modes:

- Approximately 77 public transit systems operating demand-response services in both rural and urban settings. Agencies have a wide range of technology adoption. Most book trips primarily over the phone, but others have online and mobile applications. Most have computer-assisted dispatching programs, but some schedule and dispatch without use of computerized technology.
- Approximately 21 systems operating fixed routes, primarily in urban areas. Most have GTFS-feeds for static information and real-time vehicle location. Some have a mobile ticket option, with varying degrees of maturity.
- Fixed route providers also have ADA/complementary on-demand paratransit services that have specific eligibility requirements.
- The state also has approximately 102 Specialized Services/5310 agencies that provide public transit service primarily to seniors and persons with disabilities. These are generally human service agencies or private non-profit agencies that provide demand-response service.
- Five intercity bus operators
- Q Line, a light-rail line, and People Mover, an elevated light-rail, both in Detroit.
- Amtrak
- Micromobility, such as bikeshare and e-scooters, in many of the urban communities
- Marine passenger (public and private ferries)
- Non-emergency medical transportation providers/brokers
- Mobility managers (e.g., MyRide2)
- Private on-demand services

RESPONSE

Responses are requested for all or part of this RFI. If you have a solution to only a portion of the requested information, OPT still is interested in your response. It is not necessary to prepare responses using elaborate brochures and artwork, expensive paper and bindings, or other expensive visual presentation aids. MDOT is not responsible for and will not reimburse any costs incurred in the preparation or submission of information in response to this RFI. This is strictly an RFI, and this request does not bind MDOT to solicit bids or proposals in the future. In addition, submittal of information pursuant to this RFI does not give any respondent any advantage in any solicitation if MDOT elects to solicit bids/proposals in the future. No confidential information should be submitted in response to this RFI.

VENDOR PRESENTATION AND DEMONSTRATION AGENDA

Based upon the completeness of the response, MDOT, at its sole discretion, may invite respondents for a presentation and product demonstration. Each presentation may be scheduled from one to two hours depending on the response and should include the following:

- A high-level overview of the product(s) highlighting the functionalities of the product(s), including customer references for the product(s) where currently installed;
- The respondent should be prepared to discuss its experience and competency with implementation of their solution, training and knowledge transfer activities, operations and maintenance of the proposed solution, and, if applicable, any additional vendors the respondent partnered with to provide a complete solution;
- A discussion about the approach taken in previous implementations, challenges and risks encountered, and mitigating factors taken into consideration;
- A demonstration of product capabilities;
- Discussion of infrastructure requirements; and
- Opportunities for questions and answers.

SUBMITTAL INFORMATION

Responses must be submitted to Janet Geissler, Mobility Innovations Specialist, MDOT OPT, by noon EDT October 15, 2021. The respondent is solely responsible for the timely delivery of the proposal to Janet Geissler, Mobility Innovations Specialist, MDOT OPT, at MDOT-OPT-RFP@michigan.gov.