



REQUEST FOR PROPOSALS

Issue Date: July 31, 2015

Title: Capital Region Taxicab Advisory Board Staff Liaison

Issuing And Using Agency: RideFinders
 Attn: Von S Tisdale
 Executive Director
 1013 E. Main Street
 Richmond, Virginia 23219

Proposals for Furnishing the Services Described Herein will be Received Until: 11:00 a.m. local time on August 10, 2015.

All Inquiries For Information Should Be Directed To: ISSUING AGENCY, address listed above at phone: (804) 643-7433, extension #370

Copies of the Request for Proposals documents can be obtained from www.ridefinders.com under the News and updates section, at RideFinders located at 1013 East Main Street, Richmond, VA 23219 or by emailing cruffin@ridefinders.com with "Taxicab Driver Customer Service Training" in the subject line.

IF PROPOSALS ARE MAILED, HAND DELIVERED OR SENT BY COURIER, DELIVER TO: RideFinders, The Ironfronts Building, 1013 East main Street, Richmond, VA The date and time of proposal submission deadline, as reflected above, must clearly appear on the face of the returned proposal package.

In Compliance With This Request for Proposals And To All Conditions Imposed Therein and Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services Described Herein In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiation.

Name and Address of Firm:

_____ Date: _____

_____ By: _____
(Signature in Ink)

_____ Zip Code: _____ Name: _____
(Please Print)

Telephone: () _____ Title: _____

FEI/FIN NO. _____ Fax Number: () _____

E-Mail Address: _____

DISADVANTAGED BUSINESS ENTERPRISE: () YES () NO

HIS SOLICITATION CONTAINS 10 PAGES

**PRICING SCHEDULE
CAPITOL REGION TAXICAB ADVISORY BOARD STAFF LIAISON**

Consultant Name: _____

	Price
Base Contract Period (12 months): JANUARY 1, 2016 – DECEMBER 31, 2016	
Program Administration	\$ _____
Needs Assessment	\$ _____
Monthly Training (cost per each of 12 classes)	\$ _____
1-800 Hotline/Website Management	\$ _____
Period Total	\$ _____

**Option Years:
Renewal Per Option of CRTAB**

Contract Total \$ _____

I. Purpose

RideFinders is seeking a competent, experienced and professionally qualified consulting firm/entity to serve as the administrative arm of CRTAB. The selected firm will provide all staff liaison services for CRTAB as they relate to the Scope of Services described below for such function to include administrative oversight, the Taxicab-Driver Customer Service Training, website maintenance, and Taxi industry meetings.

II. Background

In 1987, the Richmond Redevelopment Planning District Commission (RRPDC) created the Capital Region Taxicab Advisory Board (CRTAB) as a result of a study regarding issues impacting the taxicab market. Members of the CRTAB include: Henrico, Chesterfield and Hanover Counties; the City of Richmond, Capital Region Airport Commission, Greater Richmond Chamber of Commerce, Richmond Metropolitan Convention and Visitor's Bureau (RMCVB) and Virginia Taxicab Association. In 1995, CRTAB Staff responsibility was transferred to GRTC. In February, 2010 GRTC transferred that responsibility to RideFinders. RideFinders terminates its responsibility to the program effective December 30, 2015. This solicitation is for an entity to replace RideFinders.

On behalf of the CRTAB, RideFinders oversees taxicab driver customer service training. The training is a requirement for all new operators and for the renewal of the Taxicab Driver permit each year. Each training session, which is offered on a monthly basis, is divided into two parts: 1) a review of the Taxicab Code and Ordinances, delivered by a police officer from the City of Richmond, Chesterfield County, or Henrico County; and 2) a one-hour Customer Service class, delivered by a consulting firm. The purpose of the class is to help drivers develop customer service skills and to provide them with ideas to excel as ambassadors and hosts of the Richmond region. The securement of this component falls on the new entity.

The successful proposal will demonstrate the firm's previous experience and ability to develop a curriculum to achieve the objective of increasing drivers' customer service skills. Proposals must include sample areas of the curriculum to be delivered such as interpersonal relations, personal attitude, dress and appearance, and difficult customers.

III. Scope of Services

CRTAB Administrative Support

Contractor will also be responsible for the convening of the CRTAB meetings semi-annually in collaboration with the CRTAB Board.

Contractor will be responsible for meeting logistics including establishment of meeting date and agenda with CRTAB chair and co-chair, taking and distribution of minutes, as well as distribution and posting of minutes to CRTAB members and the Capital Region Comment Line website.

Contractor will be responsible for public notification requirements and, in addition, circulate notification by e-mails to list currently maintained by Richmond RideFinders and through Capital Region Taxi Services and *Taxis Who Care* Facebook and Twitter accounts.

Contractor will be responsible for the development, consolidation and maintenance of a master list of taxi operator's e-mails and telephone numbers communication on comments received from riders.

Contractor will provide semi-annual written reports will be provided to the CRTAB members and to the designated MPO representative, as well as the liaisons with local police departments.

Contractor will convene at least one meeting for taxi industry at least 30 days prior to any scheduled CRTAB meeting in collaboration with the industry representatives on CRTAB and provide minutes of the meeting to CRTAB within 5 business days of the meeting.

The successful firm will implement a Taxicab Driver Customer Service Training Program consisting of the following tasks:

- A. Develop and conduct a needs assessment analysis that supports the contents and basis of the class curriculum. The results must be included with the delivery of a draft class curriculum (reference item B below).
- B. Design and deliver both draft and final class curricula based on the needs assessment. Final curriculum to be approved by RideFinders prior to first class.
- C. Deliver the curriculum as agreed for an audience consisting of new and experienced taxicab operators.
- D. Produce all necessary and appropriate class materials and handouts.
- E. Obtain updated copies of the Greater Richmond Convention Center Upcoming Events Calendar for distribution to all attendees. This is a requirement for each and every class.

- F. Conduct a one-hour customer service class session on a monthly basis (12 per year) dependent upon CRTAB guidelines and/or expectations subject to legislative requirements and/or ordinances
- G. Develop a class evaluation form. Use the form to collect feedback and comments about the class from participants.
- H. Collect all evaluation forms at the end of each class. This is a requirement and the consultant must make sure every participant turns in an evaluation.
- I. Compile results from the evaluation and produce a report to be submitted along with the invoice.

Management of Capital Region Taxi Comment Line

Contractor will be responsible for the handling of comments from taxi passengers by e-mail, voice mail and Twitter, which involves contacting source of comments, referring to local authorities or operators as appropriate.

Contractor will be responsible for management of the Capital Region Comment Line's website, Facebook, Twitter, Go-Daddy and Comment Line provider, Ring Central.

Contractor will submit monthly report of comments and resolutions to (Contracting agency) and local police liaisons. Semi-annual reports will be provided to the CRTAB at its meetings.

Set up and manage a Taxicab Customer Service Hotline/website for complaints, commendations, and dispense to appropriate personnel as determined by CRTAB staff.

Submit invoices monthly to appropriate entities.

IV. Proposal Qualifications

- A. Proposals shall be signed by an authorized representative of the firm.
- B. Responses should be prepared simply and economically, providing a straightforward, concise description of the firm's capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.
- C. One signed original and five (5) copies of the proposal shall be submitted to RideFinders. Each copy of the proposal should be bound in a single

volume. All documentation submitted with the proposal should be bound in that single volume. Elaborate brochures and other representations beyond that sufficient to present a complete and effective proposal package are neither required nor desired.

D. Any information thought to be relevant, but not applicable to the enumerated scope of services, should be provided as an appendix to the proposal.

E. The minimum requirements for a complete proposal that will be considered are outlined below. This information should be submitted in the format outlined below with tabs.

1. Cover Letter, providing the following information:

- Identification of the proposer(s), including name, address and telephone number of the appropriate contact person at each firm.
- Proposed working relationship among proposing firms, i.e., prime-subcontractor, if applicable.
- Statement of the Scope – state in concise terms your understanding of the scope of work presented by the RFP.
- Signature of a person authorized to bind the proposing firm to the terms of the proposal.

2. Qualifications of the Firm(s): Include a narrative description of the proposed offer and a list of services to be rendered. Include material to establish the qualifications of the Proposer to satisfactorily provide the required work.

- Names, titles, and resumes of key personnel proposed for the services. It should specifically state the employees assigned to this project, experience and qualifications of respondent's personnel, including a list of specific personnel who will be committed to this work, and their respective qualifications.
- Identify subcontractors, if any, by company name, address, contact person, telephone number, and function. Provide the same information for each subcontractor as requested above.
- Provide a brief profile of the Proposer, including its principal line of business, year founded, form of organization, number and location of offices, number of employees, and a general

description of the Proposer's financial condition, as well as the name, address, and telephone number of the Proposer's financial institution. Identify any conditions (bankruptcy, pending merger, pending litigation, planned office closures) that may impede the Proposer's ability to complete the project.

3. Project Approach

Describe in narrative form your proposal for training services. A response to each item in the Scope of Services is required. The proposer will identify the response/approach to each line item in the order the line item appears in Section III above, and will identify how each requirement will be met. Each response should be clearly defined and will include, but not be limited to, a detailed statement of how the Proposer intends to achieve full compliance, or an explanation of why full compliance cannot be attained. Proposals must also include sample materials of three curriculums developed by the proposer for other customer service-related training programs.

4. References

Provide a sample list of similar projects that you have undertaken (including current status of the project) within the last three years. For each reference cited as related experience, furnish the name, title, address, and telephone number of the person(s) at the purchaser's organization who is the most knowledgeable about the work performed.

5. Cost of Proposed Services/Fee Structure: to be submitted on the Pricing Schedule (page 2) provided in this RFP.

V. Rules Regarding the Proposal

A. Schedule

The projected schedule for this procurement is:

Request for Proposals available:	July 30, 2015
Proposals due by 11:00 a.m.:	August 10, 2015
Evaluation of proposals by selection committee and interviews:	August 17 – 20, 2015
Contract negotiations:	August 24 – 27, 2015
Contract award:	August 27, 2015

B. Evaluation Process

RideFinders shall employ the negotiated purchase method in making the award for this procurement. Technical information and price information will be evaluated concurrently.

Offerors will be required to submit supporting documentation on the technical aspects and cost. The Evaluation Committee may elect to interview proposers in order to clarify their proposals and/or for the Proposers to make oral presentations. If interviews, presentations, or negotiations are held, the evaluation team may reevaluate the proposals of those firms interviewed. RideFinders expects all offerors to fully cooperate with its evaluation process.

The RideFinders Evaluation Committee will evaluate the proposals in accordance with the criteria set forth below. The total evaluation points, as separately determined by each team member, will be added and each proposer will be ranked in numerical sequence, from the highest to the lowest score. RideFinders may then select the proposal that is considered to be the most advantageous to RideFinders, price/cost and other factors considered.

C. Negotiations

RideFinders may undertake concurrent negotiations with proposers determined to be within a competitive range. The competitive range is determined through a preliminary evaluation of proposals, which applies the evaluation criteria as set forth below. RideFinders does, however, reserve the right to award a contract based on the original proposal without any negotiations. The decision to award without negotiation may be made by RideFinders if, in the opinion of RideFinders, preliminary evaluation of the proposals received indicates that the best achievable and technically acceptable proposal has been received.

Concurrent negotiations with all proposers whose proposals are within the competitive range may be conducted by RideFinders.

Upon completion of negotiations, RideFinders may request Best and Final Offers. The proposal that best meets the requirements of the RFP and ranks the highest evaluation score earned by its proposal based on the evaluation criteria shall be recommended as the successful proposer for award.

D. Evaluation Criteria

The award of this contract shall be made to the offeror whose proposal, in the opinion of RideFinders, best meets the established criteria listed herein. Price is an important factor in the award decision, although the award may not be necessarily made to the proposer with the best price. Technical superiority and experience are part of the evaluation criteria and are listed as follows:

1. Project approach and technical proposal, including the proposer's compliance with and responsiveness to GRTC's instructions and scope of work.
2. Price
3. Expertise, experience, and qualifications of the firm and any and proposed consultants.
4. Financial responsibility of the firm.
5. Experience and education of personnel.
6. Accessibility, current and projected workload and ability to complete work in a timely manner.
7. Performance on all similar projects within the past three years.
8. Size of the firm relative to the size of the project.

E. Eligibility for Award

In order to be eligible for award, proposer must be responsive and responsible.

Responsive proposals are those complying in all material aspects of the solicitation, both as to the method and timeliness of submission and as to the substance of the resulting contract. Proposals that do not comply with all the terms and conditions of the solicitation may be rejected as non-responsive.

Responsible proposers are those prospective consultants who, at a minimum, must:

1. have adequate financial resources, as required during the performance of the contract.

2. are able to comply with the required or proposed delivery or performance schedule, taking into consideration all existing business commitments.
3. have a satisfactory record of past performance.
4. have necessary technical capability to perform.
5. certify that they are not on the U.S. Comptroller General's list of ineligible contractors.
6. are qualified as a manufacturer or regular provider of the services being offered.
7. are otherwise qualified and eligible to receive an award under applicable laws and regulations

RideFinders reserves the right, at any time and for any reason, to cancel this RFP or any portion thereof, to reject any or all proposals, to accept an alternate proposal and/or to waive any minor informalities or irregularities.

F. Contract

RideFinders is seeking an initial 12-month contract term. Requirements are for program oversight, to include assuring that training classes will be conducted from January 2016 through December 2016, hotline/website maintenance as dictated by the CRTAB Board, plus completion of a needs assessment and class curriculum. In addition the selected entity will attend the taxicab industry meetings, and work closely with RideFinders to transition all pertinent records, and submit program funding requests in collaboration with RideFinders for the FY17 fiscal year. At CRTAB option, the contract may be renewed for two additional 1-year periods under the terms and conditions of the original contract.