



REQUEST FOR PROPOSALS – CIRCULATOR TRANSIT ROUTE

Visit Anchorage is soliciting proposals from qualified companies to create a circulator transit route improving access from downtown Anchorage to key attractions and locations of interest to leisure travelers beyond walking distance yet inside the Municipality of Anchorage.

The vendor must have the ability to provide group transportation with regular frequency from a curbside location in the downtown core connecting to highly sought attractions and locations of interest to leisure travelers and residents during the summer of 2023.

The goal is to ensure travelers can reach attractions and locations beyond walking distance, reduce the need for major attractions inside the MOA to provide shuttle service for access, and ensure visitation and commerce is spread across a wider portion of the community. The ideal proposal will balance regular frequency of service, convenient access to multiple attractions or sites without returning to the starting point, and low-cost or no-cost service, from the perspective of a passenger/customer.

This is a one-time grant to provide discovery or test proof of concept of a circulator route for summer visitors and its feasibility for a future private enterprise. It is not expected that this grant will be available a second time.

I. BACKGROUND

As a destination marketing organization, Visit Anchorage (Anchorage Convention & Visitors Bureau dba Visit Anchorage) drives economic and social value for Anchorage residents, businesses, and visitors through tourism.

Visit Anchorage carries out a broad range of activities designed to fuel inspiration, drive desire and create preference for Anchorage, and serve travelers and residents alike as they enjoy and explore the Municipality of anchorage. We strive to strategically manage Anchorage tourism in a sustainable manner consistent with economic goals, cultural values, and preservation of natural resources, community desires, and visitor industry needs.

Visit Anchorage has been granted funds from the Municipality of Anchorage to create a circulator transit route to better connect with key attractions and locations for leisure and recreation. The money comes from the MOA's distribution and designation of American Rescue Plan Act funds.

II. BUDGET

The project budget is \$100,000. This amount will cover the contractor's entire expenses associated with the scope of work, including planning, administration, scheduling, fuel, personnel, transportation, and other supporting expenses. Per the MOA contract for this

initiative, funds cannot be used for the purchase of automobiles, vans, buses, or similar transportation equipment.

Bidders will be judged on their submission’s demonstration of expertise in the areas shown in this RFP as well as the overall rates quoted. The contractor will be reimbursed for expenses paid or incurred during the planning and execution of the project - expenses must be adequately accounted for and reimbursement requests submitted to Visit Anchorage within a reasonable amount of time. Applicants may identify and arrange partners willing to contribute additional funds or otherwise offset costs, but proposals should not exceed \$100,000.

III. CONTRACT AND INSURANCE REQUIREMENTS

The selected vendor will enter a contract for services with Visit Anchorage. Although the Municipality of Anchorage is not a party to this contract, contracts exceeding \$10,000 per year are required to be reviewed and approved by the Municipality of Anchorage.

In order to be approved by the Municipality of Anchorage the successful vendor shall maintain in good standing the following minimum insurance requirements:

- Workers’ compensation and employer’s liability coverage as required by Alaska law
- Comprehensive/general liability insurance for at least \$1,000,000
- Commercial automobile liability insurance for at least \$1,000,000 per accident for owned, hired or non-owned vehicles
- Professional liability insurance for at least \$1,000,000

Each policy of insurance required shall provide for no less than 30 days advance notice to Visit Anchorage prior to cancellation. Visit Anchorage must be listed as an additional insured on all policies except Professional Liability and Worker’s Compensation and shall contain a waiver of subrogation against Visit Anchorage. Policies written on a “claims made basis” must have a two (2) year tail coverage following the completion of the contract requirements.

The terms also stipulate that any printed or digital materials promoting or publicizing the transit route include language similar to: “This program is supported by a grant from the Municipality of Anchorage.”

IV. TIMELINE

March 9, 2023	RFP released
March 15, 2023	Submit questions regarding the RFP to jbonney@anchorage.net
March 17, 2023	Written answers to all questions submitted sent to all parties
March 29, 2023	Proposals due
March 29-April 4, 2023	Proposals reviewed
April 6, 2023	Finalists contacted for further clarification (if needed)
April 12, 2023	Contract awarded

Send all submissions in PDF format to jbonney@anchorage.net by 5 p.m. on Thursday, March 29, 2023. **Proposals should be limited to 15 pages maximum.**

V. SCOPE OF WORK

Under the supervision, and in collaboration with Visit Anchorage staff, the successful contractor should plan and implement a circulator transit route to key attractions and locations of interest to travelers inside the Municipality of Anchorage. At minimum the service should be available during the months of May through August with service at regular intervals. Bidders may also wish to identify possibilities to extend service on the edges of those months or adjust to a year-round service in the future. Proposals that suggest alternative timings for 2024 will be considered, but any alternate options must be completed prior to the conclusion of 2024.

The successful bidder will also be required to provide monthly reports on the number of passengers served and the number of trips completed when service begins.

Bidders should suggest a work plan they feel will yield the best outcome for travel and tourism-oriented businesses, community residents, and visitors. This submission should include, but is not restricted to, the following five sections:

VI. COMPANY DETAILS AND PROPOSED TECHNICAL ELEMENTS

- a. Company description, including company name and contact information, number of years in operation, description of services provided by the firm, firm's experience working in transportation and service to visitors or residents;
- b. Primary person serving as point of contact (name, title, phone, email address), list of staff members assigned to this project – need not include drivers;
- c. Description of the schedule of the proposed service, including duration of season, number of days/week, daily operating hours, locations served by the route(s), and frequency of service, and fares – if any – that would be charged to passengers.
- d. Description of vehicle(s) to be used in serving the proposed route or routes including number of vehicles, make/model/year, and capacity for each.
- e. Two references for which transportation projects have been completed, including company name, person's name, contact information, and explanation of services provided.

VII. PROPOSAL RATES, SERVICES, & PROJECT MANAGEMENT

- a. Provide a detailed cost estimate based on project scope and your recommendations for completion of this project (costs should be itemized by initiative).
- b. Provide a proposed timeline detailing the execution and completion of the work in 2023.
- c. Explain what reports will be provided in order to communicate project milestones and overall project health.
- d. Furnish template for reporting of monthly summaries of ridership and performance, including number of passengers served, and number of trips completed.

VIII. EVALUATION CRITERIA

Visit Anchorage will evaluate proposals by the following criteria:

- a. 20 points: Awarded based on potential bidder's description of their organization, tourism experience, and transportation expertise.

- b. 50 points: Awarded based on the potential bidder’s understanding of the project, proposed project timeline, and approach to the scope of work.
- c. 30 points: Awarded based on potential bidder’s detailed budget and cost items.

IX. WHAT SUCCESS LOOKS LIKE

The result allows travelers to better explore the depth and breadth of Anchorage’s travel product during their visit, on a convenient schedule and at minimal or no added cost. Travelers can easily board, explore multiple locations, and return to downtown Anchorage while minimizing wait time in between each visit. Attractions can welcome more guests and commit resources that might otherwise be devoted to their own shuttle services to instead maintain and improve their guest experience on and after arrival.

Visit Anchorage is looking for achievable, user friendly, impactful, prioritized, and cost-effective recommendations with a focus on the opportunities, resources, and efforts to address gaps. We are also looking for the identification of implementation steps needed to address these recommendations, ensuring they are within the scope of Visit Anchorage’s technical and financial resources.