VISIT BELLEVUE WASHINGTON

REQUEST for PROPOSALS:

BellHop - Electric Micro-Transit Service

Visit Bellevue – BellHop Electric Micro-Transit Service

Purpose & Background
Visit Bellevue serves as the official destination management organization for the City of Bellevue. Visit Bellevue is an operating division of the Bellevue Convention Center Authority (BCCA), a public corporation chartered by the City of Bellevue (the "City") and has been duly constituted pursuant to RCW 35.21.730 et seq. and Ordinance No. 4092 of the City OF Bellevue, Visit Bellevue's mission is to stimulate economic growth and development by attracting overnight visitors to Bellevue while inspiring memorable visitor experiences. Visit Bellevue has issued this Request for Proposals (RFP) to solicit responses from service providers interested in and qualified to operate BellHop, Bellevue's electric micro transit service for Bellevue during the period of 2025 and including a possible mutual extension option for 2026.

Objective
The objective of this RFP is to find an operator that will partner with Visit Bellevue and other program sponsors in operating the BellHop program. BellHop is an all-electric, app based on demand, point to point micro-transit shuttle service that provides service between Bellevue businesses, hotels, attractions, office buildings, residential buildings, and public mass transit within the main downtown corridor. The BellHop program aims to mitigate the challenges of first mile – last mile, reduce short car trips, and encourage visitors, residents, and workforce to park once during their visit, reduce the demand for on-street parking and improve connections to existing mass transit, and stimulate the local economy by better circulating visitors throughout Bellevue.

Scope Of Work & Description of Services
The BellHop service will include the following:

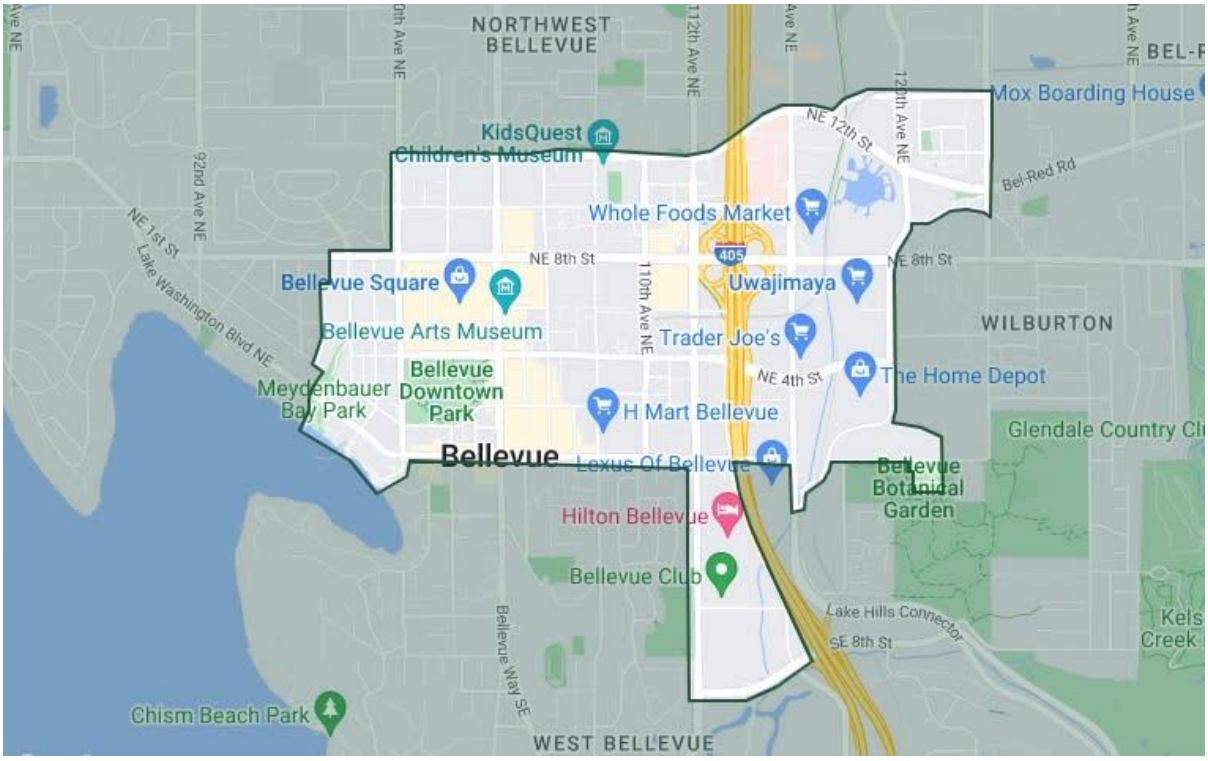
Visit Bellevue seeks qualified service operators with demonstrated capabilities who have experience and success within the transportation and tourism sector to operate a micro-transit shuttle service within the BellHop service area in Bellevue to help reduce short car trips, serve hotel visitors during their visit, and

reduce the demand for parking, for use by our Bellevue workforce, improve connections to existing mass transit, and stimulate the local economy by better circulating visitors, workforce, and residents throughout the service area (see Maps below).

Shuttles are required to be 100% electric, seat between 6 -12 passengers, have the ability to be open air or closed during inclement weather, and provide the option for passengers to request rides mainly via mobile app, on a website, and/or in-person.

The BellHop service model must provide a free ride for consumers with an option for a no hassle silent driver tip model, include on-demand pick-up/drop-off via app from anywhere in the service area, provide point-to-point service for rides in the service area with a maximum of two shared passengers pick up and one drop off per ride.

At minimum, the BellHop service must be available Friday & Saturday during 10am – 10pm and Sunday – Thursday 9am -9pm with a special service from the Bellevue transit hub serving the Bellevue Downtown Light rail station & Bellevue Bus Transit Center Monday – Friday beginning at 7:30am. Visit Bellevue would like the service provider to operate schedules with a recommend plan and be able to address any changes in demand or schedule (i.e., ridership) or accommodate special events (e.g., festivals, conferences, events) on an ongoing basis with Visit Bellevue. Visit Bellevue and Operator(s) will work together to determine optimal service hours, optimal routes, and service area boundaries on an ongoing basis. (may be adjusted according to demand once the Program is underway).



BellHop shuttles must have branding and advertising space available on the interior and exterior of the vehicle. For this program, these ad spaces will be used by Visit Bellevue or BellHop Service Sponsors for its own branding, promotion, and messaging.

BellHop operator(s) should be able collect quick, basic feedback from their ridership to evaluate overall satisfaction with the service. In addition, a quick Bellevue visitor survey should be completed through a link or a simple system in the vehicle for riders to indicate whether their visitor experience was satisfactory or not. An ability to collect feedback, data, and information.

The BellHop operator shall commit to one half-hour weekly meeting with Visit Bellevue on an ongoing basis to discuss any ongoing issues, challenges, upcoming opportunities, any opportunities for improvement with the Operator(s) or feedback and partnerships with community stakeholders.

Add / Alternative 1
Please provide an option in the RFP response for at least one ADA-compliant shuttle available in the service area to accommodate passengers with physical disabilities and/or who rely on assisted-mobility devices.

Add / Alternative 2
Please provide an option in the RFP response for a possible service expansion to the Factoria neighborhood including The Marketplace at Factoria and T Mobile headquarters. This option could also include service to the following Bellevue hotels: Hyatt House Hotel, Eastgate Hotel, Larkspur Hotel, & Embassy Suites Hotel

Add / Alternative 3
Please provide an option in the RFP response for a possible service expansion to the Crossroads neighborhood including The Crossroads Bellevue (Mall). This option could also include service to the following Bellevue hotels: Fairfield Inn & Suites, Sonesta Select, & Residence Inn.

BellHop Goals & KPI's

- The goals of the micro-transit shuttle pilot program are to: Support and attract more visitors to Bellevue and elevate the overall Bellevue visitor experience.
- Provide a novel, easy, and fun micro transit service to residents, visitors, and employees.
- Facilitate the circulation of residents, visitors, and employees and enhance their transportation experience in the service area.
- Reduce traffic congestion, short vehicle trips, and encourage people to "park once" (i.e., park their vehicle one time while visiting the business corridor and using the BellHop shuttle to travel within the service area, as opposed to using their private vehicle to visit various locations within the corridor).

Monthly reports shall include, at a minimum:
o Number of daily/monthly trips completed
o Number of daily/monthly/annual year to date riders
o Breakdown of number of passengers served by hour
o Number of trips that start/end at hotels and other service sponsor locations (or other predefined pick-up/drop-off locations, if applicable)
o Number of trip requests vs. dropped or not completed
o Mapped distribution of pick-up/drop-offs
o Average wait time
o Any feedback provided directly to the operator
o Average shuttle mileage per Day/Month
o Amount of gas saved
o Ridership demographics (proportion of riders that are residents, visitors, or associated with a business in the service area (i.e., employees)).

Performance Metrics & Contract Management
The table below highlights the desired metrics that will be tracked and reviewed collaboratively with the awarded operator(s) during the contract. This list is an indication of the performance metrics of interest to Visit Bellevue and is not exhaustive or final. As a part of a response to this RFP, proposers may propose additional or alternative performance metrics to be tracked on a regularly. The final set of performance metrics and frequency of collection will be negotiated by the successful proposer and Visit Bellevue prior to the finalization of an agreement between parties and may be adjusted over time as needed and reported in real time or on a monthly basis.

5. Reduce on-street parking demand and promote the use of public parking lots.

METRIC	DESCRIPTION	TARGET GOAL	DATA SOURCE

Number of Passengers per Day/Month	**Total number of passengers**	**275 - 400/ passengers per day 8,250 - 12,000/month**	**Shuttle Operator**
Number of Rides per Day/Month	**Total number of rides**	**135 – 250 / rides per day 4,000 – 6,000/month**	**Shuttle Operator**
Qualitative Rider Feedback	**Any rider feedback provided through mobile app or other**	**4.8 passenger rating or better**	**Shuttle Operator & Visit Bellevue**
Average Wait Time	**Average time between request and pick-up**	**8-10 minutes**	**Shuttle Operator**
Sustainability Goals	**Improving Bellevue Carbon Footprint**	**35,000 gallons of gas saved per year**	**Shuttle Operator**

EVALUATION WEIGHTING & SCORING

For all Proposals determined to be responsive to the requirements of the solicitation and determined to have been submitted by responsible Proposers, the following weighting and points will be assigned for evaluation purposes:

Qualifications / Experience – 50% Staff Qualifications - 15 points (maximum) Relevant Experience - 35 points (maximum)	**50 points**
Cost Proposal – 40%	**40 points**
References – 10%	**10 points**
Total	**100 points**

QUALIFICATION PROPOSAL - Program Management

Project and Program Team Structure/Internal Controls – Provide a description of the proposed project team structure and internal controls to be used during the course of the project, including any subcontractors. Provide an organizational chart of the company/firm indicating lines of authority for personnel involved in performance of this

potential contract and relationships of this staff to other programs or functions of the company/firm. This chart must also show lines of authority to the next senior level of management. Include who within the company/firm will have prime responsibility and final authority for the work.

Staff Qualifications/Experience – Identify staff, including subcontractors, who will be assigned to the potential contract, indicating the responsibilities and qualifications of such personnel, and include the amount of time each will be assigned to the project. Provide résumés for the named staff, which include information on the individual's particular skills related to this project, education, experience, significant accomplishments and any other pertinent information. The Proposer must commit that staff identified in its Proposal will actually perform the assigned work. Any staff substitution must have the prior approval of the BCCA.

Experience of the Proposer; References

Indicate the experience the Proposer and any subcontractors have in the areas of consulting on Visitor Shuttle projects.

Provide any other relevant experience that indicates the qualifications of the Proposer, and any subcontractors, for the performance of the potential contract.

Include a list of contracts the Proposer has had during the last five (5) years that relate to the Proposer's ability to perform the services needed under this RFP. List contract reference numbers, contract period of performance, contact persons, telephone/fax numbers, and e-mail addresses, and briefly describe the type of service provided. The Proposer and staff proposed to provide the services must grant permission to the BCCA to contact references, and others for whom services have been provided. Do not include current BCCA staff as references. References will be contacted and scored for the top-ranking Proposal(s) only.

PROPOSAL DEADLINE:
Proposals due: September 10, 2024 3pm local time in Bellevue Washington
Service begins: January 1, 2025
Service development: November 2024 – December 2024
Service Period: January 2025 – December 2025 *with a mutual extension for 2026*

PROPOSAL DELIVERY ADDRESS:
Visit Bellevue
Brad Jones, Executive Director
Level 3 Administration Offices – Meydenbauer Center
11100 NE 6th Street
Bellevue, WA 98004

PROPOSAL DELIVERY EMAI ADDRESS:
bjones@visitbellevuewa.com

EXPECTED PERFORMANCE PERIOD:
The period of performance for any contract resulting from this solicitation is expected to begin on or about January 1, 2025. ending on or around December 31, 2025. Visit Bellevue and the contracting agency reserves the right at its discretion to extend the contract for a period of one year, in accordance with the contract.

CONTRACTOR ELIGIBILITY:
This procurement is open to all service providers who satisfy the minimum qualifications stated herein and that are available for work in Washington State.

RFP COORDINATOR
All communication between potential Proposers and the BCCA shall be with the RFP Coordinator, as follows:

Name	**Brad Jones, Executive Director, Visit Bellevue Washington**
Address	11100 NE 6th Street Bellevue, WA 98004
Phone Number	425-450-3710
E-mail Address	bjones@visitbellevuewa.com

Proposers are to rely on written statements issued by the RFP Coordinator; any other information will be considered unofficial and non-binding on Visit Bellevue and the BCCA. Visit Bellevue and the BCCA reserves the right to appoint an alternate RFP Coordinator during the solicitation process, as may be necessary and convenient.

PROPRIETARY INFORMATION & PUBLIC DISCLOSURE
All proposals received under this RFP shall remain confidential until the contract, if any, resulting from this solicitation is executed by visit Bellevue and the BCCA and the apparent successful Contractor; thereafter, the proposals shall be deemed public records as defined in Chapter 42.56 RCW.

Any information in the proposal that the Proposer desires to claim as proprietary and exempt from disclosure under the provisions of RCW 42.56 must be clearly designated. The page must be identified, as must the exception from disclosure upon which the Proposer is making the claim. Each page claimed to be exempt from disclosure must be clearly identified by the word "Confidential" printed on the lower right-hand corner of the page. The Proposer must be reasonable in designating information as confidential; marking the entire proposal as exempt from disclosure will not be honored.

Visit Bellevue and the BCCA will consider a Proposer's request for exemption from disclosure; however, Visit Bellevue and the BCCA will decide predicated upon Chapter 42.56 RCW and Chapter 143-06 WAC. If any information is marked as proprietary in the proposal, such information will not be made available until the affected proposer has been given an opportunity to seek a court injunction against the requested disclosure.

All requests for public records should be directed to the BCCA Administrative Services at the address on the face page of this RFP. A charge is made to the requestor for copying and shipping of disclosed public documents, as outlined in RCW 42.56.120. No fee shall be charged for inspection of contract files.

EQUAL OPPORTUNITY REQUIREMENTS

The successful vendor must comply with BCCA equal opportunity requirements. The BCCA is an Equal Opportunity Employer. It does not discriminate and does not do business with others who discriminate based on race, color, creed, sex, age, nationality or disability.

COMPLIANCE WITH LAWS AND REGULATIONS

In addition to nondiscrimination and affirmative action compliance requirements previously listed, the vendor awarded the contract shall comply with federal, state and local laws, statutes and ordinances relative to the execution of the work. This requirement includes, but is not limited to, protection of public and employee safety and health; environmental protection; waste reduction and recycling; the protection of natural resources; permits; fees; taxes; and similar subjects.

INDEMNIFICATION

The vendor shall hold harmless, defend, and indemnify Visit Bellevue and the BCCA and all of the BCCA's officers, agents, and employees against any liability that may be imposed upon them by reason of the vendor's failure to provide compensation coverage or liability coverage.

EXPERIENCE OF PROPOSER

Indicate the experience and success of the proposer in delivering for the services to and for destination marketing organizations in North America and include any international marketing experience. Please include any and all other relevant experience that indicates the qualifications of the Proposer, for the performance of the scope of services and ability to deliver the potential contract. The proposer is welcome to include sample or suggested concepts relative to Visit Bellevue.

Include a list of contracts the Proposer has had during the last five (5) years that relate to the Proposer's ability to perform the services needed under this RFP. List any contract references, contract period of performance, contact persons, telephone numbers, and e-mail addresses, and briefly describe the type of service provided. The Proposer and staff proposed to provide the services must grant permission to Visit Bellevue and the BCCA to contact references, and others for whom services have been provided.

Please provide a description of the proposed project team / structure to be used during the course of the contract, including any subcontractors. Provide an organizational chart of the company/firm indicating lines of authority for personnel involved in performance of this potential contract and relationships of this staff to other programs or functions of the company/firm.

SUBMISSION OF PROPOSALS
Proposals may be submitted in hardcopy or electronically via email.

If submitting the Proposal in hard copy, the following information is applicable.
Proposers are required to submit three (3) copies of their Proposal. One (1) copy must have original signatures, and the additional copies may have photocopied signatures. The Proposal, whether mailed or hand-delivered, must be received by the Visit Bellevue no later than 3:00 p.m. local time in Bellevue September 10, 2024.

CONTRACT AWARD AND EXECUTION
Visit Bellevue and the BCCA shall not be bound or in any way obligated until both parties have executed a vendor contract. The general conditions and specification of the RFP and the successful vendor's response, as amended by contract between the BCCA (Visit Bellevue) and the successful vendor, including e-mail or written correspondence relative to the RFP, will become part of the contract documents. Additionally, Visit Bellevue and the BCCA will verify vendor representations that appear in the proposal. Failure of a vendor to perform services as represented may result in elimination of the vendor from further competition or in contract cancellation or termination.

The vendor selected as the apparently successful vendor will be expected to enter into a contract with Visit Bellevue. The foregoing should not be interpreted to prohibit either party from proposing additional contract terms and conditions during negotiations of the final contract. If the selected vendor fails to sign the contract within five (5) business days of delivery of the final contract, Visit Bellevue may elect to cancel the award and award the contract to the next-highest ranked vendor. All parties may incur no cost chargeable to the proposed contract before the date of execution of the contract.