

# Request for Proposal

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## Ridership & Schedule Data Analysis



### September 6, 2019

The Loop Trolley Company (LTC) is requesting proposals to review and analyze passenger operations data from the organization's first nine months (November 2018 to July 2019) of operations. The purpose is to quantify trends in ridership and schedule adherence, and provide recommendations for improved performance.

The selected respondent will prepare a report including methodology, formula-based data analysis with corresponding charts/graphs, and a powerpoint presentation (Powerpoint or similar tool) addressing and explaining the findings and recommendations.

**Final responses to this RFP are due on Monday, September 16th at 5:00 pm local time.** After reviewing the proposals, LTC's Board of Directors will select a vendor from among the RFP respondents.

All materials submitted in response to this RFP, or created by the selected vendor, become the property of the LTC and will not be returned.

Respondents should submit one print version of their submittal, one electronic copy and one copy of any supporting materials to:

Mr. Kevin Barbeau, Executive Director  
The Loop Trolley Company  
5875 Delmar Blvd.  
St. Louis, MO 63112  
[kbarbeau@looptrolleycompany.org](mailto:kbarbeau@looptrolleycompany.org)

## I. Background

The LTC, a Missouri not-for-profit corporation as qualified under IRS Code section 501(c)(3), was created in 2001 with the sole mission of bringing fixed track trolley services back to St. Louis. The Loop Trolley Transportation Development District (TDD), a taxing district, received federal local funds to design and build the trolley and selected the LTC to operate and maintain the system. The TDD also collects sales tax revenue from retail sales within the district along the trolley route, to support trolley operations. The LTC was a recipient of federal New Markets Tax Credits, most of which were used to support project construction. Other sources of funding include passenger fares, advertising revenues, sponsorships and fundraising.

The LTC opened the Loop Trolley system to the public on November 16, 2018 on a 4-day (Th-Su) schedule. Following acceptance of a third vehicle, operations will transition to 7-day service. The system is 2.2 miles, with both double and single track segments. There are 10 stations and 13 platforms. Additional information on the system can be found at [www.looptrolley.com](http://www.looptrolley.com).

## II. Scope of Work and Fee

The LTC is soliciting proposals from qualified firms or individuals to analyze ridership and schedule data and, using data-driven approach, provide recommendations for improved ridership and schedule adherence and efficiency. The LTC Board of Directors will review proposals and enter into an agreement with the respondent by form of a written contract.

The selected respondent will receive existing Loop Trolley system data including (but not limited to) hour-by-hour fare/transaction reports for both physical ticket vending machines (TVM) and mobile purchases (“Loop Trolley app”), Records of Trolley Movements and Out of Service reports. ***All materials provided to the selected respondent contain confidential and privileged information and are for their sole use and should be returned to LTC and/or deleted following completion of work. Any unauthorized review, use, disclosure or distribution of materials, provided or created, is prohibited.***

The selected respondent will prepare and report initial findings and recommendations within 15 days of engagement pursuant to written contract and thereafter as long as the engagement continues. The method of report shall consist of data and written recommendation.

The fee shall be contingent on demonstrable success based on a percentage of increased ridership ticket revenue resulting from the selected respondent’s recommendations. The LTC requests that proposals suggest the metrics and formulas for calculating the success fee.

## III. General Statements

The following general statements pertain to the Loop Trolley system:

1. The hours of operation for the Loop Trolley system are: Thursdays, noon to 8:00pm ; Fridays, noon to 11:00pm ; Saturdays, noon to 11:00pm ; and Sundays, noon to 8:00pm.
2. Fares can be purchased with cash, coin or card at thirteen (13) ticket vending machines, or with card via the Loop Trolley app.

3. Fares are \$2.00 for a Two-Hour pass and \$5.00 for an All-Day pass. A 50% reduced fare is available for passengers 65 or older, passengers with disabilities, and passengers age 5-12. Children under the age of 5 may ride free.
4. In standard operations (i.e. two-trolley service), headways – defined as the time interval between arrivals at a station stop – are between 20-25 minutes.
5. In reduced-service operations (i.e. single-trolley service), headways are between 40-45 minutes.

#### **IV. Content of Response**

Proposals in response to this request should be directed to Kevin Barbeau, Executive Director at the Loop Trolley Company, 5875 Delmar Blvd., St. Louis, MO 63112, no later than 5:00pm local time on Monday, September 16th. One physical copy of the proposal should be enclosed, along with a letter from a principal committing the proposal for a minimum of 90 days. An electronic copy of the proposal should also be sent by email to [kbarbeau@looptrolleycompany.org](mailto:kbarbeau@looptrolleycompany.org). The following items must be addressed in all proposals.

1. A general description of your and/or your firm's experience relevant to the scope of work.
2. A detailed description of the methods, equipment, schedule and staffing (if any) that will meet requirements of the scope of work.
3. A cost proposal to provide formula-based data analysis, formal presentation of findings to the Loop Trolley Company.
4. Recommendations to increase ridership and/or schedule adherence resultant from professional data analysis.
5. Proof of business status or, if applicable, independent contractor status.

#### **IV. Evaluation Criteria**

The contract award will be made to the responsible vendor whose proposal, after negotiation, is determined to best meet the evaluation criteria shown below.

1. Understanding the scope of work and ability to fully meet the expectations of same.
2. Recent and relevant experience with similar projects.
3. Experience, capabilities and availability to perform the work.
5. Cost of services.

#### **V. Selection Procedure**

The LTC's Board of Directors will select a respondent to provide ridership and schedule adherence data analysis and reporting.

This request does not commit the LTC to award a contract, to pay any costs incurred in preparation of a response to this invitation, or to procure or contract for services or supplies. The LTC reserves the right to accept or reject any or all responses received as a result of this request, or to cancel this request in part or in its entirety if it is in the best interest of the LTC to do so. Respondents shall not offer any gratuities, favors or anything of monetary value to any officer, employee, agent or director of LTC for

the purpose of influencing favorable disposition toward either their proposal or any other proposal submitted as a result of the Request for Proposal.

All proposals submitted hereunder become the exclusive property of the LTC.

**VI. Other Information**

Inquiries should be emailed to Kevin Barbeau at [kbarbeau@looptrolleycompany.org](mailto:kbarbeau@looptrolleycompany.org). Additional information or clarification will be provided by email as needed.