



February 26, 2024

To: Fox Cities Transit Commission  
City of Appleton Common Council

From: Ron McDonald, General Manager

**Subject: Award Recommendation for Downtown Appleton Trolley Service**

**Background:**

Since 2007, Valley Transit has partnered with Appleton Downtown, Inc. (ADI) to provide contracted trolley service in downtown Appleton. The service is free for the public to ride and is designed to service events, points of interest and businesses between downtown Appleton and the riverfront. A rubber-wheeled trolley type vehicle is used to provide the service to replicate the early 1900's streetcar service that once served downtown Appleton. The service is provided on a loop route that follows the same path as Route 9 – The Link. The trolley service operates on Thursdays and Fridays from 5:15 PM to 9:45 PM and Saturdays from 8:15 AM to 9:45 PM during the summer operating period, which is generally June - September. During the trolley's operating hours, Route 9 service is suspended to avoid redundancy.

Support for the service is a partnership between Valley Transit and ADI, who provides the local share. Valley Transit's contract to provide Downtown Appleton Trolley service expired after the 2023 summer trolley season. The previous contractor was Lamers Bus Lines, Inc.

In preparation for this procurement, Valley Transit staff developed a request for proposal (RFP) to solicit contractors to provide the service. The RFP document was sent directly to vendors who were known bus transportation providers; posted on the State of Wisconsin's VendorNet system; and advertised online with the Post-Crescent, Oshkosh Northwestern and Green Bay Press. Proposals were due on January 26, 2024. Only one proposal was received: Lamers Bus Lines, Inc. (Green Bay, WI). This proposal was considered responsive by meeting all the mandatory requirements listed in the RFP.

**Analysis:**

An evaluation team has reviewed the proposal received. The team was made up of Valley Transit staff. The proposal was evaluated based on experience, professional competence, technical approach, capacity and price. The evaluation team agreed that Lamers was a responsive and responsible vendor based on their proposal responses and their satisfactory performance under the previous contracts for this service.

Since only one proposal was received, a required single bid analysis was completed to ensure the procurement was fair/adequate and documented reason(s) for lack of competition.

After considering all factors, the evaluation team concluded that Lamers Bus Lines, Inc. had proposed an adequate service at a reasonable cost for Valley Transit.

**Fiscal Impact:**

Lamers Bus Lines, Inc. proposed a per hour rate of \$99.50 to provide the trolley service. Valley Transit budgeted adequately for the trolley service as proposed. The vendor's cost proposal includes an annual increase based off the consumer price index for transportation.

**Recommendation: Authorize Valley Transit to enter into a 2-year contract with three 1-year optional extensions with Lamers Bus Lines, Inc. to provide the Downtown Appleton Trolley service.**