



## Memorandum

**TO:** Fox Cities Transit Commission  
**FROM:** Ron McDonald, General Manager  
**DATE:** March 20, 2025  
**RE:** Award Recommendation for Outagamie County Rural Service Contract

In addition to fixed-route bus service, Valley Transit offers a demand responsive rural transportation service for elderly and disabled passengers in the non-urbanized areas of Outagamie County. The service is called Outagamie County Rural Service (OC Rural) and is currently provided by contract with Running Inc. The current agreement expires on June 30, 2025.

In preparation for this procurement, Valley Transit staff developed a request for proposal (RFP) to select a contractor to provide this service. Staff considered lessons learned, competencies required by the next contractor, and incorporated these areas into the RFP.

The Outagamie County Rural RFP listed the contract length at four years commencing on July 1, 2025, with options to extend for three additional one-year periods.

The RFP document was sent directly to known paratransit vendors, posted on Valley Transit's website and posted on the State of Wisconsin's VendorNet system. Proposals were due on February 21, 2025.

Two proposals were received: Running Inc (Viroqua, WI) and LIR Transportation LLC (Appleton, WI). All proposals were considered 'responsive' by meeting the mandatory requirements listed in the RFP.

### ANALYSIS

An evaluation team was assembled to review the proposals. Each proposal was evaluated based on experience, professional competence, technical approach, understanding and completeness of proposal, capacity & price. The team discussed perceived benefits of both proposals. After considering the written proposals the evaluation team unanimously concluded that Running Inc (Viroqua, WI) had proposed the best service for Valley Transit.

Running Inc. was considered responsible based on previous contract performance and references. In summary, the evaluation committee agreed that Running Inc. proposed adequate staffing to provide the service at all service hours required; a compliant maintenance program; a compliant drug & alcohol testing program; a good understanding of customer service and safety; proper staff training; and sufficient vehicles to operate the service. Running Inc. also has access to Valley Transit's scheduling and reporting software that

provides for improved oversight of the contract. The evaluation team determined that Running Inc. was the only vendor who could meet Valley Transit's requirements.

**FISCAL IMPACT**

Valley Transit's 2025 proposed operating budget includes adequate funding for the Outagamie County Rural service contract. The local share of this service is paid by Outagamie County.

**RECOMMENDATION**

Staff recommends authorization for Valley Transit to enter into a four-year contract with three one-year optional extensions with Running Inc to provide Outagamie County Rural Transportation services.