



May 19, 2016

To: Fox Cities Transit Commission

From: Amy Erickson, Paratransit Coordinator/Operations Supervisor

Subject: Award 2016 Downtown Trolley Contract to Lamers Bus Lines

Background: Valley Transit 2016 budget includes \$30,024 to provide downtown trolley service with Appleton Downtown, Inc. (ADI) paying the local share. In 2015, Lamers Bus Lines operated the trolley service for ADI and Valley Transit from June through September on Thursdays and Fridays from 5 P.M. to 11 P.M. and on Saturdays from 8 A.M. to 11 P.M. with a total ridership of 5,868 passengers. The Downtown Trolley continues to be a valuable asset that contributes to Valley Transit and Downtown Appleton's branding and marketing efforts, by attracting people who may not otherwise ride and connecting them to the fixed route bus system.

Process: In March, Valley Transit issued a Request for Proposal to provide downtown Appleton trolley service for the period June 2, 2016 through September 24, 2016 with options to extend for two additional three month periods in 2017 & 2018. The RFP packet was electronically sent directly to a contractor distribution list of current providers and interested parties, advertised on the Valley Transit/City of Appleton website, and published in the Post-Crescent, Green Bay Press Gazette, and the Oshkosh Northwestern newspapers. Valley Transit only received one proposal from Lamers Bus Lines by the April 29, 2016 deadline. Although only one responsive proposal was received, it was evaluated with the same rigor used to evaluate multiple proposals. The evaluation panel consisted of Valley Transit's Community Relations Specialist Nikki Voelzke, Executive Director of ADI Jennifer Stephany, Administrative Services Manager Deb Ebben, and Paratransit Coordinator Amy Erickson. Evaluation criteria included, experience, professional competence, capacity, proposals, and price. The proposed hourly cost remained the same as last year's contracted rate of \$72.29 per hour. The downtown trolley service is included in Valley Transit's budget for 2016 and is eligible for funding from the State and Federal government. ADI has agreed to pay 100% of the local share.

Recommendation: Staff recommends and requests approval of the contract with Lamers Bus Lines to provide Downtown Trolley service at a cost of \$72.29 per hour.