



ULU HI-TECH

**City and County of Honolulu:
Transportation Demand
Management Software**

Request for Proposal

February 14, 2025

Background

The City and County of Honolulu Department of Transportation Services (DTS) is establishing and implementing a Transportation Demand Management (TDM) program, called HNL Connect, to inform and encourage travelers to maximize the efficiency of Oahu's transportation systems. This will lead to improved mobility, reduced congestion, and lower vehicle emissions.

The City and County of Honolulu DTS wants to enhance the HNL Connect program and implement a TDM platform. The software should provide a platform for travelers to indicate how and where they have travelled, allow employers or agencies to keep track of individual trip-level data and run challenges. This tool should also allow HNL Connect to facilitate an annual challenge, support vanpool subsidy and track participation and travel patterns for City employees along with if they park at the office location.

Goals and Objectives

Goals

Enhance Transportation Efficiency: Improve the efficiency of the City and County of Honolulu transportation systems by implementing a robust TDM software platform. This includes optimizing route planning and promoting sustainable transportation options.

Improve User Experience: The software should provide a seamless and user-friendly experience for both administrators and end-users. This includes intuitive interfaces, easy access to information, and efficient management of trip data. This includes possible integration with another trip planner or its own trip planning engine.

Data Integration and Analysis: The TDM software should be capable of integrating with existing systems and databases to gather trip level data and provide comprehensive data analysis. This will help in making informed decisions based on real-time data and trends.

Support for Incentive Programs: The software should offer various incentive programs to encourage the use of sustainable transportation options. This includes tracking and managing rewards, challenges, and other incentive-based initiatives.

Compliance and Reporting: Ensure that the software complies with all relevant regulations and standards. It should also provide robust reporting capabilities to track performance metrics and generate necessary reports for stakeholders.

Scalability and Flexibility: The TDM software should be scalable to accommodate future growth and flexible enough to adapt to changing requirements and technologies.

Cost-Effectiveness: The platform should provide a cost-effective approach to considerations for implementation, maintenance, and ongoing support.

Stakeholder Collaboration: Facilitate collaboration between various stakeholders, including city officials, transportation agencies, and the community, to ensure the successful implementation and operation of the TDM software.

Objectives

The primary objective is to deploy a software platform that enhances transportation efficiency and user experience. The software should facilitate efficient transportation planning by providing tools for journey planning, trip tracking, trip logging, and route optimization. It should also offer features that engage users, such as incentives and rewards for using sustainable transportation options.

Additionally, the software should ensure seamless integration with existing systems, for example vanpool database and trip planner, allowing for comprehensive data analysis and reporting. This will enable informed decision-making based on real-time data and trends. The software should also provide robust administrative tools for managing user accounts, configuring challenges, and accessing traffic and usage reports.

UHT will collaborate with the Department of Information Technology (DIT) to ensure the software platform complies with all requirements for purchase, integration, licensing, and data hosting by the City. The selected vendor will be involved in this process to ensure alignment with project goals and requirements. DIT will have final approval of the software.

The software should provide a cost-effective platform for managing transportation demand, including considerations for implementation, maintenance, scalability and ongoing support.

Timeline

Vendor Submission: February 28, 2025

Submission Review: March 7, 2025

Demo: Week of March 10, 2025

Vendor Selection: March 21, 2025

User Testing: June 15 - June 30, 2025

Implementation: July 1, 2025

Timeline provided is tentative and may be adjusted as necessary.

Submission Requirements

All proposals must be submitted by February 28, 2025. Late submissions will not be considered.

Proposals should be submitted electronically via email to Bekah Stinehour, bstinehour@uluhitech.com, and Satinder Bhalla, satinder.bhalla@transsight.com, with the subject line "Proposal for TDM Software". If you have questions, please reach out to Bekah Stinehour.

Proposals should be formatted as follows:

- **Cover Letter:** A brief introduction of your company and main contact person.
- **Executive Summary:** An overview of your proposal. If available, include public financials to show company solvency.
- **Detailed Proposal:** Including software capabilities, approach (implementation and O&M), and compliance matrix.
- **Budget:** Detailed pricing information.
- **Appendices:** Any additional information or supporting documents.

Proposals will be evaluated based on the following criteria:

- Understanding of the project requirements.
- Submitted compliance matrix.
- Proposed approach and methodology.
- Relevant experience and qualifications.
- Cost-effectiveness.
- References and past performance.

All information provided in the proposal will be kept confidential and used solely for the purpose of evaluating the proposal.

Software Capabilities and Approach

Software Capabilities

Detail the capabilities of your software platform, including any unique features or advantages that set your offerings apart from competitors. Please differentiate between out-of-the-box features and customized features.

Approach

Describe your approach to this project, including methodology, project management practices, implementation plan and schedule and how you plan to meet our project goals and timelines.

Compliance Matrix and Security

Compliance Matrix

Complete the provided compliance matrix that maps your platform's capabilities to our requirements list (included [here](#)).

Additionally, please call out any non-conforming requirements, and where integration is required, please state who will manage the integration and cost, if any.

Security

UHT is committed to maintaining the highest standards and compliance. To ensure the integrity and security of services, we require all vendors to provide security checks. These checks are essential to meet federal regulations and protect sensitive information. By adhering to these requirements, we can guarantee that the platform we use is secure, reliable, and compliant with all applicable standards. Please provide the following information:

- Hosting/SaaS platform: Is your platform FedRAMP Moderate?
- Backup plans: Are they air-gapped?
- Disaster recovery plans.
- Data ownership rules.
- Copy of your last SOC2 report.
- [OFAC check](#) (a screenshot showing your company not on the list will suffice).

Pricing Information

Please provide detailed pricing information for your TDM software platform. This should include:

- Initial Implementation Costs: Breakdown of costs associated with the initial setup and implementation of the software.
- Licensing Fees: Details of any licensing fees, including whether they are one-time or recurring (e.g. monthly or annually).
- User Pricing: How does the cost-of-service change with the number of users? Please detail the user pricing structure.
- Maintenance and Support Costs: Information on ongoing maintenance and support fees.
- Additional Costs: Any other costs that may be incurred, for example, additional features, customization (additional language options, etc.), scalability, or training.

Clearly distinguish between costs associated with out-of-the-box features and those incurred for features beyond the standard offering.

Please ensure that all recurring and non-recurring pricing information is itemized and clearly explained. If there are different pricing tiers or packages available, provide details for each option.

Include contract term(s) and cancellation policy.

Past Performance

Include at least three past performances and references from previous projects similar to ours.

Please include:

- Agency Name
- Agency Contact phone number.
- Agency Contact email.
- Contract Period of Performance.
- Contract Value.
- Short description of the project.
- URL and/or app name of project.