

Seminole County Micro-Transit RFP Update

April 22, 2024

Agenda

- Purpose
- Progress
- Feedback from Stakeholder Meetings
- RFP Solicitation Update
- Board Input and Policy Direction
- Next Steps
- Recommendation

Purpose

- To request Board direction and guidance on the potential micro-transit service to convey clarification to bidding vendors.

Progress

- June 18, 2024 - BCC direction to investigate ways to reduce LYNX public transit services cost and to provide better service delivery
- June to October 2024 – Multiple meetings with LYNX Planning to revise services
- November 12, 2024 – Presentation to BCC on potential LYNX changes/savings and alternative concept of direct micro-transit provision by Seminole County
- November 12, 2024 – BCC direction to provide Request for Proposal (RFP) for Micro-transit Services
- December 10, 2024 – BCC approval of RFP
- February 5, 2025 – RFP solicitation closed

FEEDBACK FROM STAKEHOLDER MEETINGS

Feedback Meetings & Potential Partnerships

- Seminole County Public Schools
- Seminole State College
- Hospital Systems
- Sanford Airport Authority
- Seminole County Dept of Community Services
- Seven (7) Cities in the County

Seminole County Public Schools

Potential Users:

- Dual Enrollment students
- Project SEARCH enrollees (employment program for students with disabilities)
- Students involved in after-school activities

Preferences:

- Countywide service with drop-off limitations
- Transport users 15 years and older
- School level background check for drivers (agreed to by proposers)
- No joint ride sharing with students under 18

Seminole State College

Potential Users:

- General admission students
- Internship students
- Healthcare students on clinical rotation

Preferences:

- Seamless connection between all campuses
- Operating hours match class schedules
- Free student travel program (alternative to current paid LYNX program)
- Willingness to transfer current LYNX funding toward Micro-Transit program

Hospital Systems

Potential Users:

- Patients
- Employees

Preferences:

- Free transport to and from Urgent Care
- Potential employee benefit
- Create advertising partnerships (revenue offset of County costs)
- Alternative for a portion of current contracted transportation

Sanford Airport Authority

Potential Users:

- Airport Customers
- Airport Employees

Preferences:

- Connectivity to SunRail
- Enhanced service during peak times to SunRail
- Interested in advertising partnerships

Community Services Department

Potential Users:

- Low-income residents
- Homeless population
- People with disabilities
- Seniors (identified priority by Committee on Aging)

Preferences:

- Countywide transit to allow access to community services resources
- Tiered reduced fare structure
- Fully subsidized fares for certain users and location drop-offs
- Community organization and insurance partnerships

Seven (7) Cities

Potential Users:

- City Residents

Preferences:

- Provide more efficient & improved alternative to current fixed-route service
- Reduced pick-up and travel times
- Connection to the Sanford Airport
- Commuter opportunities
- Improved feeder to local commerce centers
- Applauded County in effort to take on such a large efficiency improvement
- Indicated initial support of additional 5 cent Gas Tax toward mass transit

Review of Current Service with LYNX

- Current system overview
- Meetings with LYNX Planning
- Understanding ridership
- Analysis of current route boarding and alighting data
- County staff field ridership survey
- Review of LYNX proposed route changes
- Met with Orange County to discuss potential deletion of Route 1 and potential partnership alternative

RFP SOLICITATION UPDATE

Initial Meetings with Vendors to discuss Proposals

- Two-hour interactive dialog with each of the three (3) vendors
- Understand submitted proposals
- Vendor capabilities
- Highlighting County demographics, profile, and BCC direction
- Developed consensus with vendor on service levels & goals
- Cost control measures
 - Longer contract term with limited annual increases

RFP Standardization and Pricing Exercise

- Achieve apples to apples comparison
- Staff recommendation on LYNX route changes
- Realistic service level based upon initial vendor discussion and partner meetings
 - Staff created exercise to create standardization
 - Advised vendor that BCC direction is required for definitive changes

Service Level Assumptions

Total Service Area

- Entire County excluding the Rural Boundary

Number of Zones

- Single zone
- Or multiple zones without requirement to transfer

Fixed Route Service Changes

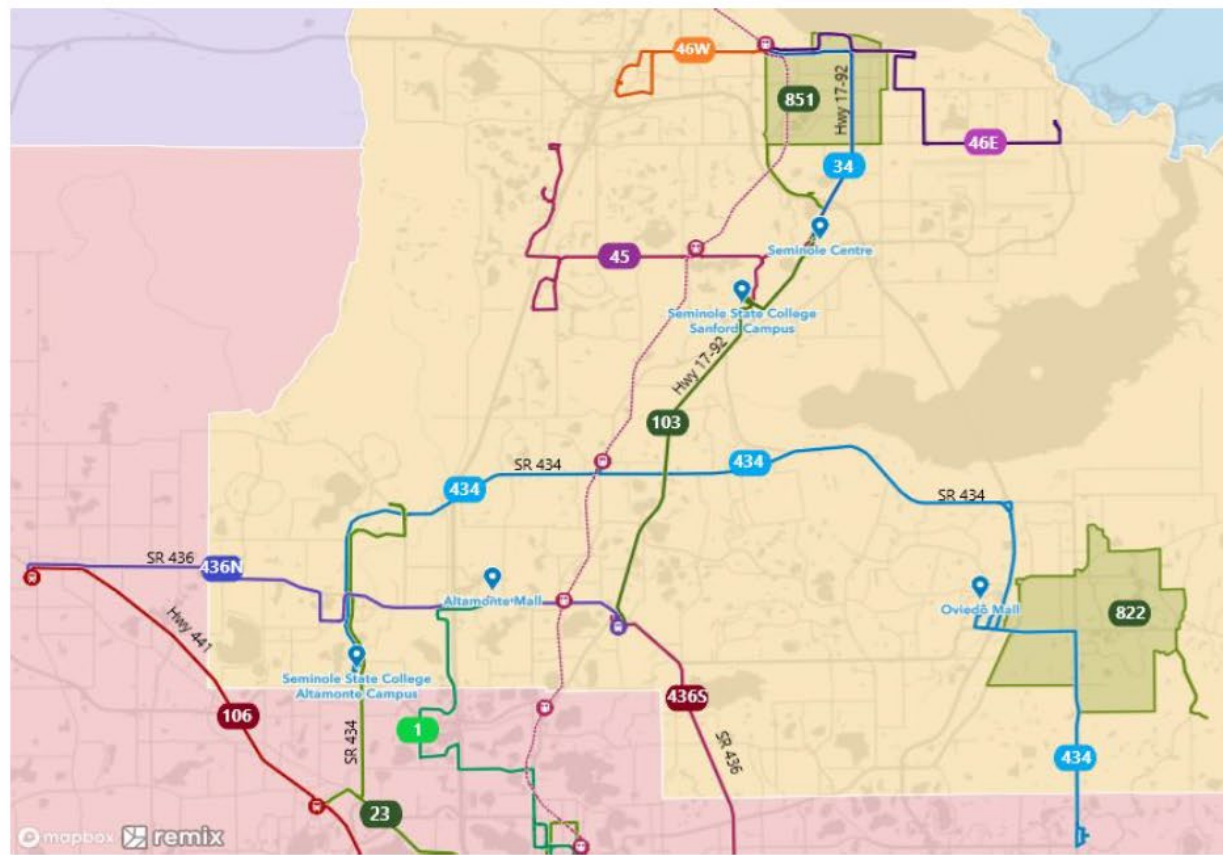
Existing Service

Fixed Route:

- Link 1 – Winter Park/Maitland/Altamonte Springs
- Link 23 – Winter Park/Rosemont/Springs Plaza
- Link 34 – North Hwy 17-92/Sanford
- Link 45 – Lake Mary
- Link 46E – East First St./Downtown Sanford
- Link 46W – West S.R. 46/Seminole Towne Center
- Link 103 – North Hwy 17-92/Seminole Centre
- Link 106 – North Hwy 441/Orange Blossom Trail
- Link 434 – S.R. 434
- Link 436N – S.R. 436/Fernwood/Apopka
- Link 436S – S.R. 436/Fernwood/Orlando Int'l Airport

NeighborLink:

- NeighborLink 822 – Oviedo
- NeighborLink 851 – Sanford



Fixed Route Potential Service Changes

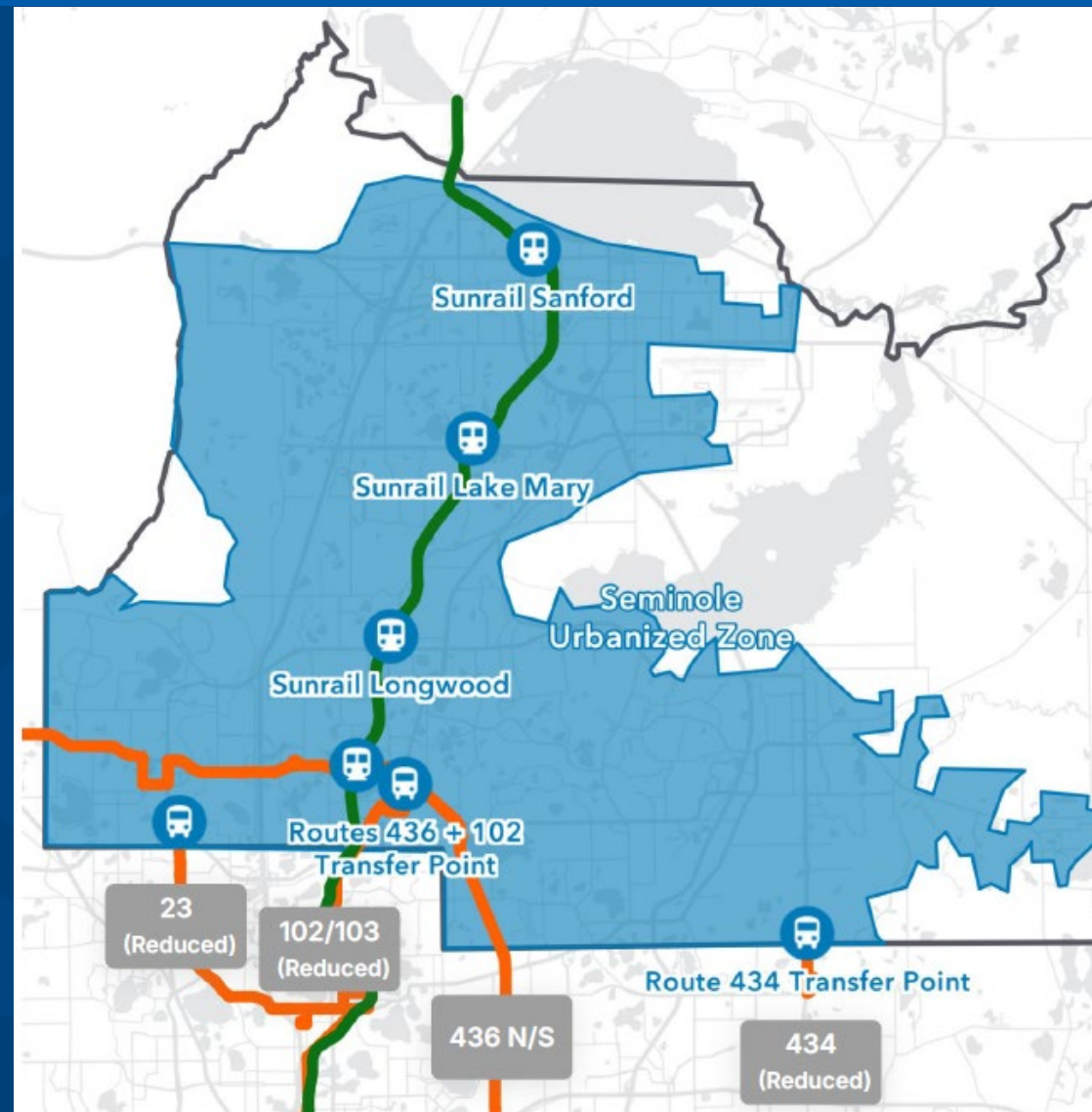
Remove all fixed routes except:

- SR 436 North & South (Link 436S; 436S)
- US 17-92 reduced to Fern Park Super Stop (Link 102; 103)
- West SR 434 reduced to Seminole State Altamonte (Link 23)
- East SR 434 reduced to McCulloch Rd (Link 434)
- US 441 Orange Blossom Trail stop (Link 106)

Fixed Route Potential Service Changes

Maintaining Regional Connection

All routes that currently lead into Orange County would still have connectivity, with the exception of route Link 1



Service Schedule

- Seven days a week
- M-F 5:00 am to 9:00 pm
- Sat 6:00 am to 10:00 pm
- Sun 6:00 am to 8:00 pm

Fare Structures

- Establish the minimum cost of base fare
- Ride cost in relation to cost of an Uber/Lyft ride
- Discounts for vulnerable populations
- Discounts for riders accessing Sunrail

Rider Pickup Wait Times

- Mon – Sat: 30 minutes
- Sun: 60 minutes

Inconvenience (Detour) Times

- Encourage ride sharing
- Requested reasonable time for detoured pickup of additional riders

Revenue Opportunities

- In-vehicle advertisements
- Vehicle wrapping advertisements

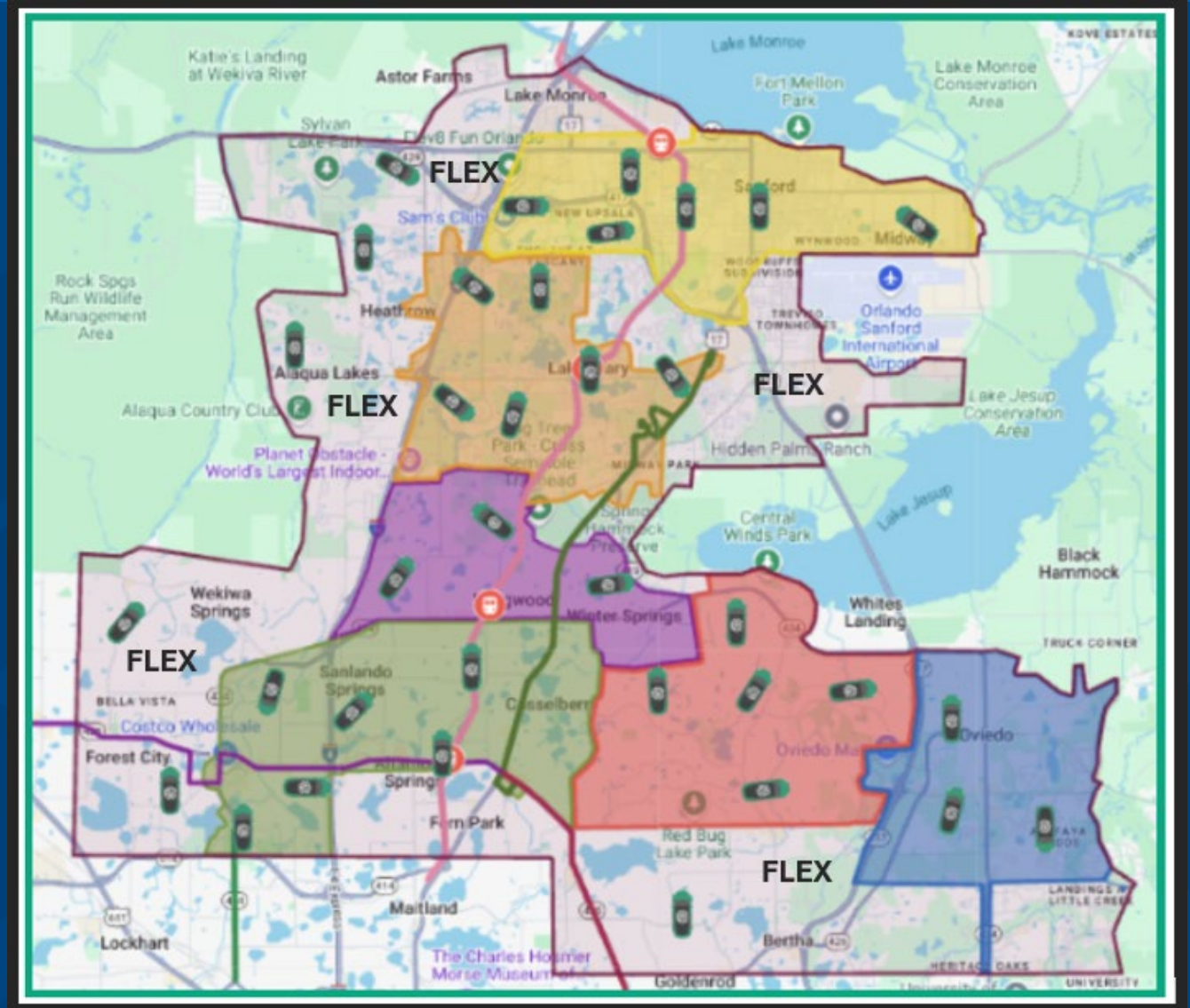
Subsequent Meetings with Vendors to discuss Proposals

- One-hour interactive dialog with each vendor
- Understand revised proposals based upon standardization exercise
- Proposals were more analogous, but further service-level policy decisions are required

Issues Highlighted by Vendors

- Fare structure may not control long ridership
- Recommended multiple zones or limitation to no more than 8-mile trip without transfer
- Discount for Sunrail rider station drop off
- Flex zone concept

Flex Zone Concept



Proposals Pricing Ranges*

	LOW RANGE	HIGH RANGE
Service Hourly Rates	\$41	\$60
Annual Cost per Vehicle (based on service hour rate)	\$155K	\$190K
Number of Vehicles in Service	20	70
Total Annual Proposed Cost	\$3.8M	\$13M
Fare Revenues	\$300K	\$2M
Advertising Revenues	\$75K	\$600K

*Figures are compiled from data provided in all three (3) proposals. They do not represent any single proposal.

Board Input and Policy Direction

Size of the Total Service Area

Is staff recommendation of entire County excluding the Rural Boundary acceptable?

- Yes
- No
- Other

Fixed Route Changes

Is staff recommendation of fixed route and LYNX changes as presented acceptable?

- Yes
- No
- Other

Current Cost of LYNX Services for Reduction

FY25 COST OF A ROUTE			
LINK	AREA	AMOUNT	EQUIVALENT MICRO-TRANSIT VEHICLES AT \$180K EA
REMOVE OR REDUCE			
REMOVE			
LINK 1	Winter Park/Maitland/Altamonte	\$275,636	1.5
LINK 103	North Hwy 17-92/Seminole Center	\$2,066,196	11.5
LINK 34	North Hwy 17-92/Sanford	\$1,076,538	6.0
LINK 45	Lake Mary Blvd	\$1,504,959	8.4
LINK 46E	E SR 46 / 1st Street to Downtown Sanford	\$735,122	4.1
LINK 46W	W SR 46 to Seminole Towne Center	\$581,863	3.2
NL 822	Oviedo	\$328,782	1.8
NL 851	Sanford	\$318,364	1.8
FEEDER	Sunrail Feeder Routes	\$723,881	4.0
REDUCE			
LINK 23	Winter Park/Rosemont/Springs Plaza	\$393,461	2.2
LINK 434	S.R. 434	\$1,451,935	8.1
CAPITAL	\$3 per Hour Capital Contribution	\$376,308	2.1
REMOVE OR REDUCE Total		\$9,833,045	54.6

Fare Structure

Should the base fare be based upon other transportation available such as Uber?

- Yes
- No
- Other

Discounts for Vulnerable Populations

Should there be discounts (free and/or reduced pricing) for vulnerable populations, including low income, disabled, seniors, homeless, students, etc?

- Yes
- No
- Other

Discounts for Riders Accessing Sunrail

Should there be discounts for riders accessing Sunrail?

- Yes
- No
- Other

Zone Limitations for Non-Vulnerable Riders

How should the zones be structured?

- Single Zone (highest cost option)
- Multiple Zones without transfer required (higher cost option)
- Multiple Zones with transfer required (lower cost option)
- Flex Zones (lower cost option)

Length of Routes Before a Transfer

LINK	AREA	MILES TRAVELLED BEFORE TRANSFER
REMOVE		
LINK 1	Winter Park/Maitland/Altamonte	8
LINK 103	North Hwy 17-92/Seminole Center	10
LINK 34	North Hwy 17-92/Sanford	5
LINK 45	Lake Mary Blvd	9
LINK 46E	E SR 46 / 1st Street Downtown Sanford	7
LINK 46W	W SR 46 to Seminole Towne Center	3
REDUCE		
LINK 23	Winter Park/Rosemont/Springs Plaza	7
LINK 434	S.R. 434	23
AVERAGE LENGTH OF ROUTE BEFORE TRANSFER		9

Zone Limitations for Vulnerable Riders

How should the zones be structured?

- Single Zone
- Multiple Zones without transfer required
- Multiple Zones with transfer required
- Flex Zones

Service Schedule

Is staff recommendation of service schedule as presented acceptable?

- Yes
- No
- Other

Maximum Rider Pickup Wait Times

Is staff recommendation of wait times acceptable
(Mon – Sat: 30 minutes; Sun: 60 minutes)

- Yes
- No
- Other

Vehicle Advertising

Is staff recommendation of allowing in-vehicle and out of vehicle advertising?

- Yes
- No
- Other

Student Riders

Is staff recommendation to allow students aged 15 years and older to ride without other shared riders acceptable?

- Yes
- No
- Other

Funding Options

- Savings from Fixed Route Reductions (General Fund)
- 5 Cent Local Option Gas Tax
- Distribution of 5 Cent Local Option Tax – Cities' Portions
- Partnership Contributions
- Fare Box
- Advertising
- Grants

Next Steps

- Modify the Scope of Work to reflect the BCC direction
- Provide the Scope of Work to vendors for a best and final proposal
- Meet with each vendor and review the updated proposal
- Provide ranking to BCC for consideration and potential award

Timeline

- Feb 2025 RFP Solicitation Closed
- May 2025 Award Contract
- Jun – Sep Educational Campaign
- Oct 2025 Begin Micro-Transit Services
- Oct – Dec Direct Communication with Fixed Route Riders
- Jan 2026 Lynx Route Changes

Recommendation

Assimilate Board Direction into a modified scope of work and provide to vendors for a best and final proposal. Return to BCC with RFP ranking for consideration and potential award.

Motion

Approve item #23 to submit a grant application for the Public Transit Service Development program up to \$10,000,000 for Micro-Transit services in Seminole County.