

SOUTHWEST AREA REGIONAL TRANSIT DISTRICT

Request for Qualification for Micro-Transit Consulting Services

The Southwest Area Regional Transit District (SWART) seeks proposals from qualified consulting firms to develop a comprehensive plan for implementing micro-transit services in three primary areas: Uvalde, Eagle Pass, and Crystal City/Carrizo Springs. The selected consultant will build a framework for developing service zones, create a marketing strategy, establish branding, design a rider education program, and integrate with the current micro-transit rider application used by SWART through the Shah Software Transit Manager system.

Scope of Work

The consulting services will include, but are not limited to:

1. **Framework Development**
 - Identify and develop service zones/areas for micro-transit.
2. **Marketing Strategy**
 - Develop a marketing strategy to promote micro-transit services.
3. **Branding**
 - Create a branding plan for the micro-transit services.
4. **Rider Education**
 - Design a rider education program to familiarize potential users with the service.
5. **Integration**
 - Work with the current micro-transit rider application to ensure seamless service.
6. **Review of Existing Data**
 - Review all available information from previously developed route analyses.
7. **Project Reporting**
 - Provide weekly status reports to SWART throughout the project duration.
8. **Invoicing**
 - Submit detailed consultant invoicing based on the agreed payment schedule.

For more information, Contact:
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RFQ Timeline:

- **RFP Opens:** October 28, 2024
- **Last Day to Submit Questions:** November 8, 2024, by 3 PM
- **Proposals Due:** November 22, 2024, by 5 PM
- **Proposal Review Period:** November 23 – December 6, 2024
- **Submission to TxDOT for review:** December 9, 2024
- **Recommendation to SWART Board of Directors:** December 18, 2024
- **Agreement Issuance to Successful Proposer:** December 19, 2024
- **Project Work Begins:** After December 19, 2024