

FlyAway® RFP Update



Trade, Travel and Tourism Committee
December 1, 2020

FlyAway Council Motion and RFI

In February 2020, a motion (CF 20-0271) was referred to the Trade, Travel and Tourism Committee asking LAWA to report on the status of the LAX FlyAway® Bus program.

- LAWA hired a consultant to work with staff to develop and release a Request for Information (RFI) to accomplish the following:
 - ✓ Identify industry best practices and recommendations for improving FlyAway® service
 - ✓ Solicit information to understand potential challenges and limitations
 - ✓ Promote collaboration and partnerships between leading transportation operators, technology vendors, and marketing firms



Request for Information (RFI) Objectives

The RFI focused on these three main areas shown below. The RFI encouraged responders to respond to the category that best fit their area of expertise but could comment or provide information on any or all of the categories.

Transportation Operations	Technology Provision	Marketing
<ul style="list-style-type: none">• Increase service levels and reliability• Identify new service opportunities	<ul style="list-style-type: none">• Improve data collection and performance monitoring• Expand trip planning• Offer new fare payment and booking options• Improve the on-board customer experience	<ul style="list-style-type: none">• Attract new and returning riders• Identify new revenue opportunities through partnerships, advertising, and promotions

Key RFI Considerations

Responders were asked to provide input into these key areas, which mirror the recommendations in the Council motion, in order to address these topics in a future RFP.

Reliability	Affordability	Sustainability	Customer-Centric	Future Growth
<ul style="list-style-type: none">• Improved level of service• On-demand service• Mixed fleet opportunities	<ul style="list-style-type: none">• Different fare structures• Loyalty programs, employee passes	<ul style="list-style-type: none">• Clean fleet options• VMT reduction• Right sizing of vehicles	<ul style="list-style-type: none">• Real-time customer information• Online/mobile ticket sales/reservations• Expanded data collection and performance-monitoring	<ul style="list-style-type: none">• Expanded service areas or routes• New revenue opportunities• Umbrella of FlyAway® services

Outreach and Virtual Forum

- The RFI was sent out via LABAVN with over 2700 active users and to 15,000 on the CoMotion distribution list. It was also posted on social media.
- LAWA worked with the Mayor's Urban Movement Lab (UML) on the outreach and to organize the Virtual Industry Forum, held September 21st
- Over 100 people participated in the Virtual Forum, which included participants from sectors such as bus operations, transit consulting, technology integrators and digital marketing
- LAWA received 36 responses to the RFI.

RFI Responses and Next Steps

Staff is still reviewing the RFIs. Some of the recommendations and suggestions include:

- On-demand transit, variable fleet sizes
- Loyalty/rewards program
- Contactless boarding process
- Mobility as a Service (MaaS) (multi modal trip planning and integration)

LAWA staff is developing an RFP that will be released late December 2020.

Firms will be encouraged to partner to address the operations, technology and marketing provisions in the RFP. This will provide more opportunities for small businesses and specialty firms.

RFP Schedule

Month	Milestones
December '20	• RFP release (60-day response period)
February '21	• RFP responses due
March '21	• RFP review and selection
April '21	• Contract negotiation and award (BOAC and City Council)
July '21	• New service start by July 1 – goal would be to start earlier