

REQUEST FOR INFORMATION (RFI)
IN THE FORM OF WRITTEN AND ORAL PRESENTATIONS FOR
ACQUISITION OF PROBED GPS/MOBILE SPATIAL AND TEMPORAL DATA
BY THE BROWARD METROPOLITAN PLANNING ORGANIZATION

On behalf of the

Regional Transportation Technical Advisory Committee-Modeling Subcommittee (RTTAC-MS)

A. STATEMENT OF INTENT:

The Broward MPO is issuing a Request for Information on behalf of the members of the RTTAC-MS for the purpose of having vendors prepare a written response and oral presentation to acquire probed GPS/mobile spatial and temporal data. The information gained from this RFI will aid the RTTAC-MS in defining its understanding of the availability and usability of this type of location based data prior to the potential release of a Request for Proposal (RFP) for the acquisition of the data.

B. BACKGROUND:

The RTTAC-MS is made up of the three Metropolitan Planning Organizations of the Miami Urbanized Area (Broward Metropolitan Planning Organization, the Miami-Dade Transportation Planning Organization and Palm Beach Transportation Planning Agency) and Districts Four and Six of the Florida Department of Transportation (PARTNERS). The RTTAC-MS is a subcommittee of [the Southeast Florida Transportation Council \(SEFTC\)](#) . The PARTNERS share the responsibility of developing, updating and maintaining the Southeast Florida Regional Planning Model (SERPM). The SERPM is an activity-based model based on the CT-RAMP family of Activity-Based Models (ABM). The SERPM is used by the three MPOs in the development of their respective Metropolitan Transportation Plans and is also used by FDOT Districts Four and Six for multimodal projects.

One of the critical elements in the development and update of the SERPM model is current travel behavior data. As this is an ever-evolving field with technological advances in general and urban infill trends within the Tri-County Region, the PARTNERS recognize the need for a robust and multi-dimensional data collection effort to continue to enhance the SERPM model by understanding the Tri-County Region's travel patterns and characteristics. The PARTNERS also acknowledge that the data collected may be able to support activities beyond transportation-related functions.

The Southeast Florida Regional Travel Study was completed in 2017 and represented a major effort for the region to collect information on household characteristics and travel activity on selected sample household's representative of the Tri-County Region. The findings from the household survey were instrumental in the development of SERPM Version 8. Additionally, the Regional Travel Study collected GPS based travel data showing origin-destination, system and freight movement at the TAD level. This data was very useful for the PARTNERS to understand travel behavior and supplemented the household trip making information obtained from the Regional Travel Study. It is the intent of the PARTNERS to further explore the utility of these "big data" sources of location-based data to support the enhancements and the development of SERPM and other transportation planning activities.

The PARTNERS intend to use state-of-the-art and innovative techniques for data collection that will lead to more cost-effective means to collect vital travel behavior information. Innovative techniques refer to

methods such as usage of mobile phone data for anonymously identifying origin-destinations or usage of existing National Household Travel Survey (NHTS) data to supplement and potentially supplant some of the traditional methods of identifying household travel characteristics.

C. GENERAL INSTRUCTIONS:

The PARTNERS are requesting the following information from all interested vendors: The purpose of this Request for Information is to allow the industry to demonstrate in writing and in person approaches for the RTTAC-MS to be able to acquire probed GPS/mobile spatial and temporal data for calendar year 2020 with the potential for a continuous subscription. This data should depict people, freight and goods, and vehicles movements and portrait trip origins and destinations in the Tri-County region at a Traffic Analysis District (TAD) and/or Traffic Analysis Zone (TAZ) level to provide insights and/or inferences on the following metrics:

- a. Person and vehicle Origin-Destination
- b. Travel time and Speed Data
- c. Time of Day Travel Patterns
- d. Trip Purposes
- e. First and Last Mile of persons and goods delivery
- f. Pedestrian, Bike, and Micro mobility trip making characteristics and patterns
- g. Ride Hailing usage
- h. Mode Choice behavior
- i. Autonomous Vehicle usage
- j. Truck Movement and goods delivery
- k. Construction and building services related trips
- l. home improvement and services trips
- m. Parcel deliveries circulation trips

Vendors should address as many of the items mentioned above as possible and substantiate data availability and usage including demonstrating samples of their data, describing their expansion methodology, providing client lists and their usages as well as proposed pricing models.

The PARTNERS further wish to understand the possible applications for which this data could be utilized in transportation planning.

The RTTAC-MS members will review the written responses based on the following criteria:

- Introduction
- Challenges of Transportation Modeling
- Methodology and Accuracy
- Existing and Potential Uses

Based on the evaluation of the submitted written statements, an un-predetermined number of vendors will be invited to provide a 30-minute presentation, with an additional 30-minute question-and-answer section about their business cases and proposals. The presentations will be scheduled for late January to mid-February 2020. It is at the sole discretion of the RTTAC-MS to invite a limited number of RFI responders for oral presentations.

D. VENDOR QUALIFICATION

All interested location-based data vendors may respond to this RFI.

E. QUESTIONS:

Should you have any questions related to this RFI, please submit them **in writing** to the Broward MPO Procurement Officer no later than **5:00 pm, January 3, 2020**.

Written questions should be addressed to:

Lydia Waring, Procurement Officer
Broward Metropolitan Planning Organization
Trade Centre South
100 West Cypress Creek Road, Suite 650
Fort Lauderdale, FL 33309
Email: WaringL@BrowardMPO.org

F. ANSWERS TO QUESTIONS RECEIVED:

Answers to all written questions received regarding this RFI will be posted on the Broward MPO website by **5:00pm, January 8, 2020**.

<http://www.browardmpo.org/index.php/solicitations/current-solicitations>

G. INSTRUCTIONS FOR RESPONDING and POINT OF CONTACT:

Written responses **must** be either in electronic or hard copy submittals. Hard copy documents **must** be submitted on 8 ½" by 11" paper, neatly typed on one side only, with normal margins and spacing. Foldout pages may be used, where appropriate, but should be folded to the standard size (8½" X 11) when submitted.

Please submit **no-more than a three (3) page** written response to the Broward MPO and delivered to the point of contact **on or before 5:00 pm, January 14, 2020**. The Broward MPO point of contact is:

Lydia Waring, Procurement Officer
Trade Centre South
100 West Cypress Creek Road, Suite 650
Fort Lauderdale, FL 33309
Phone: 954-876-0049
Email: WaringL@BrowardMPO.org

THE RESPONSIBILITY FOR OBTAINING AND SUBMITTING A RESPONSE TO THE PROCUREMENT OFFICER ON OR BEFORE THE STATED TIME AND DATE IS SOLELY AND STRICTLY THE RESPONSIBILITY OF THE VENDOR. THE BROWARD MPO IS NOT RESPONSIBLE FOR DELAYS CAUSED BY ANY MAIL, PACKAGE OR COURIER SERVICE, INCLUDING THE U.S. MAIL, OR CAUSED BY ANY OTHER OCCURRENCE. ANY RESPONSE SUBMITTAL RECEIVED AFTER THE DATE AND TIME STATED IN THIS REQUEST FOR INFORMATION WILL NOT BE CONSIDERED. TELEGRAPHIC OR FACSIMILE OFFERS SHALL NOT BE CONSIDERED.

H. ANTICIPATED REQUEST FOR INFORMATION (RFI) TIMETABLE

The anticipated schedule for this Request for Information shall be as follows, and may be altered at any time, as best meets the needs of the Partners.

ACTION/ACTIVITY	DATE	LOCAL TIME (ETS)	LOCATION *
Request For Information(RFI) Start (Date Issued)	December 12, 2019	See BMPO Website	BMPO Website: http://www.browardmpo.org/index.php/solicitations/current-solicitations
Deadline for Written Questions	January 3, 2020	5:00 pm	Electronic or Hard Copy to the Broward MPO Procurement Officer
Deadline to Answer Questions Submitted	January 8, 2020	5:00 pm	BMPO Website: http://www.browardmpo.org/index.php/solicitations/current-solicitations
RFI Response Proposal Due (RFI Closing Date)	January 14, 2020	5:00 pm	Electronic or Hard Copy to the Broward MPO Procurement Officer

* In addition to the Broward MPO website, documents related to this RFI may be acquired at the Broward MPO offices between the hours of 8:00 AM and 5:00 PM, Mondays through Fridays, excluding holidays observed by the Broward MPO.