Request for Proposals (RFP)

Traditional Dial-a-ride/ On-Demand Service Feasibility Study
Pomona Valley Transportation Authority (PVTA) and Claremont Dial-a-Ride Services.

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1. Introduction

The Pomona Valley Transportation Authority (PVTA) and Claremont Dial-a-ride (Claremont DAR) seek proposals from qualified consultants to conduct a comprehensive **Traditional Dial-a-Ride(TDAR)/ On-Demand Service Feasibility Study**. PVTA operates traditional dial-a-ride and door-to-door demand-response services in Claremont, La Verne, Pomona, and San Dimas, primarily serving seniors and individuals with disabilities and general public. PVTA is a joint powers authority (JPA) formed by the (4) cities of Claremont, La Verne, Pomona, and San Dimas. Separately, the city of Claremont is a sub-recipient of federal funds and has its own additional programs such as the CDAR and Group services. This study will require an additional emphasis on how to operate Claremont DAR and Group services cost effectively within the PVTA JPA.

Our current model includes one full service dedicated contractor who operates a dedicated fleet provided by PVTA and subcontracts with a Transportation Network Company (TNC) such as Uber for the On-Demand Services and DAR supplemental services. The dedicated contractor mostly operates large wheelchair accessible vehicles (WAV) and primarily takes on passengers with accessibility issues or those who feel more comfortable with a traditional DAR system where they call in to request a WAV with a driver who can collect cash fare. The traditional DAR model has faced a steep **increased operating cost of over 50% with employer wages, maintenance cost, facility costs along with increasing fuel costs**. To ensure long-term sustainability, PVTA is evaluating alternative service delivery models, including brokerage systems, and partnerships with Transportation Network Companies (TNCs) or other WAV providers. We are seeking a consultant who can deliver **actionable, financially sound recommendations** to improve service quality, expand mobility options, and control costs while meeting federal requirements and preserving service equity across our four member cities.

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2. Study Purpose & Goals

This Feasibility Study will determine the most effective and cost-efficient model for delivering PVTA's traditional DAR and on-demand services as well as distinguish the Claremont DAR on-demand potential model features and solutions. The selected consultant will:

- **Analyze** the performance and cost-effectiveness of the current service structure.
- **Evaluate** alternative service models, including:

    - Brokerage model with one dedicated contractor for TDAR with multiple sub-contracted providers for on-demand and supplemental services.

    - Integration with TNCs and/or taxi providers for on-demand services.

    - PVTA in house brokerage model where PVTA manages separate contracts directly for TDAR and On-Demand/supplemental services

- **Model** the financial, operational, and governance impacts of each option over a 5-year horizon.

- **Identify** potential efficiencies or deficiencies through coordination with our current cities and any other regional operators.

- **Recommend** a preferred model that balances cost control, service quality, and community access. The models must also improve customer service in an equitable way particularly in ride reservations, fare payment and ETA's.

- **Outline** an implementation plan, including required policy changes, funding strategies, and transition timelines.

- **Highlight** opportunities to reduce overhead cost within the different operating models including dispatch, admin, vehicle storage and maintenance.

This study will serve as the foundation for PVTA's including Claremont DAR next-generation service model — one that is **financially sustainable, operationally flexible, and responsive to community needs**.

Questions to Be Addressed

General Questions

The proposed service analysis should address the following questions:

1. Given the fact that costs have gone up significantly and are unpredictable for the next 3 years, what would be the best model available to assist PVTA with taking control of cost. Are there potentially more effective service models available that PVTA should consider?

2. Given PVTA's increased reliance on TNCs for on-demand services since FY24, and the current non-compliance of TNCs with FTA drug and alcohol requirements, how can PVTA continue to leverage TNCs and other subcontractors cost-effectively while ensuring federal compliance, specifically regarding the availability of federally compliant and wheelchair-accessible vehicles?

3. Are there other opportunities for improving operating performance and customer service? Particularly call taker customer service improvement solutions?

4. PVTA with the current prime contractor has purchased the Spare scheduling software and app. Are there ways to utilize this app to reduce admin cost

specifically for reporting purposes? Is it currently being used to its best potential on the reporting side given the complexity of the different services PVTA offers?

5. To streamline PVTA services, maintaining a consistent fare structure and service hours throughout all programs would simplify the passenger experience and reduce administrative burden. Could this approach still meet the city's needs and funding stipulations?

6. PVTA currently coordinates services with four cities. Given economic fluctuations and the unpredictability of federal, state, and local funding, what strategies can PVTA pursue to secure sustainable funding and continue programming if one or more of the four cities cannot contribute local funds at a rate that keeps pace with inflation?

Claremont Dial-A-Ride Questions

The City of Claremont's primary questions relate to maximizing customer service quality and addressing Claremont's DAR ability to take on more service when needed.

1. Due to financial hardships of certain cities, PVTA had to reduce their service levels from 25,000 revenue hours to 15,000 revenue hours. Is there a different model option that would allow Claremont DAR to absorb potentially lost Get About ridership of Claremont residents when other cities experience financial hardship as mentioned above?

2. How can the current operator's contract or agreement with PVTA be improved to manage Claremont DAR as a separate contract, allowing for quicker incorporation of new features, service improvements, or expansion?

3. Is the current fare structure and/or hours of operation relevant and/or cost effective for Claremont DAR and Group services? Should they be expanded or reduced in some areas?

4. As interest in group services increase especially for after school programs, are the Claremont Group policies fair and equitable? And do they follow federal guidelines regarding charter services?

5. As the Claremont downtown continues to grow, are there better ways to connect people to different parts of the city while minimizing traffic and parking congestion?

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3. Scope of Work

The selected consultant will complete the following tasks:

Task 1 – Current Service Assessment

- Review PVTA's current TDAR and demand-response operations, including fleet, staffing, costs, ridership trends, scheduling technology and fare collection process.

- Evaluate service performance metrics such as on-time performance, cost per passenger trip, vehicle utilization, and customer satisfaction.

- Conduct a survey for PVTA services, Claremont DAR and Group services separately. Surveys should be designed to collect feedback from passengers and stakeholders on potential areas of improvement for current services (e.g., fare collection, ride hailing via phone or app, driver safety, dispatch and driver courtesy, vehicle cleanliness, etc.). In addition, surveys must include Title VI requirements to ensure compliance with federal regulations, such as collecting voluntary demographic information (race, ethnicity, language proficiency, etc) to evaluate whether services are provided equitably and to identify any potential disparate impacts. The consultant will analyze this data and include findings in the final report.

- Document operational and financial challenges.

Task 2 – Alternative Service Model Analysis

Below are examples of different models PVTA has identified. PVTA is also open to other service models not listed below. For each model listed below, provide a comparative evaluation covering operational requirements, governance needs, costs, and rider impacts:

- One Prime Contractor Brokerage model - The prime contractor operates the TDAR dedicated fleet and utilizes multiple subcontractor providers, Including TNC, taxi, WAV partnerships for on-demand and supplemental services.

- PVTA in house brokerage model - PVTA manages separate contracts directly for TDAR and On-Demand/supplemental services

Task 3 – Financial Modeling

- Prepare a cost analysis of each potential model that may include start-up, operating, and administrative costs and if possible, a 5 year projection based on inflation.

- Compare a projected cost per passenger for each scenario or recommendation.

- Identify potential funding sources and cost-sharing frameworks for PVTA's joint powers structure.

Task 4 – Governance and Partnership Options

- Assess the impact of each service model on PVTA's governance structure, member city agreements, and federal compliance obligations i.e. ADA, Drug and Alcohol testing, NTD, fund reports etc.Evaluate how each service model affects PVTA's governance framework, agreements with member cities, and adherence to federal regulations, including ADA, drug and alcohol testing, NTD,Title VI, DBE and other funding reports.

- Recommend updates to member city JPA service agreement as needed when the final model is decided.

- Recommend coordination strategies with other regional operators.

Task 5 – Final Report – Recommended Service Model & Transition Plan

- Identify the preferred service model, supported by data-driven analysis.
- Provide an implementation plan detailing:
  - Transition timeline and milestones
  - Required contract or policy changes
  - Risk mitigation strategies
  - Communication plan for stakeholders and the public

Deliverables

1. **Kickoff Meeting & Project Schedule** – within two weeks of contract execution
2. **Analysis** - survey of passengers and stake holders. Surveys will be conducted digitally via email/text social media,cold calling, paper mailer, and tabling.
3. **Interim Report** – draft findings and preliminary options for PVTA review
4. **Final Report** – comprehensive study with recommendations, cost models, and transition plan. Additionally, a separate executive summary to share with stakeholders.
5. **Final Presentation** – summary for PVTA Board and member city representatives in person.

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4. Evaluation Criteria

Proposals will be evaluated on the following criteria:

Criteria	Points	Description
Relevant Service Model Experience	25	Demonstrated success designing or implementing brokerage, microtransit, TNC integration, or hybrid paratransit/on-demand models for public agencies. Include project examples and outcomes.
Methodology & Approach	25	Clarity, practicality, and innovation of the proposed work plan for meeting PVTA's objectives, including strategies for cost control, service quality, and Federal compliance.
Financial Analysis Expertise	15	Experience in developing cost models, funding strategies, and long-term financial projections for transit operations.

Multi-Jurisdictional Governance Experience	15	Proven ability to navigate joint powers agreements, multi-city service contracts, and shared funding structures.
Project Team Qualifications	10	Relevant experience and expertise of key personnel, including project management capacity.
Cost Proposal	10	Competitiveness, clarity, and completeness of the proposed budget in relation to scope and value.

Total Points: 100

Additional Requirements

- Proposals must clearly identify the project manager and key team members.
- Past project examples must include client contacts for reference.
- PVTA reserves the right to conduct interviews with top-scoring firms prior to final selection.

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5. Instructions, Conditions, And Notices To Proposer

A. **General Information**

The Pomona Valley Transportation Authority, Referred to as “PVTA” herein, is requesting proposals for a Service Design Analysis for Get About services as described in this RFP.

1. **Project Budget:** PVTA has established a project budget of $120,000.
2. **Project Schedule:** PVTA expects to award a contract for the study on October 24, 2025 at 10:00am.

RFP Schedule	
Release RFP	**September 18, 2025**
Pre-Proposal Conference and Questions	**September 25, 2025**
PVTA Response to Questions	**September 29, 2025**
Proposals Due	**October 15, 2025**
Evaluations	**October 15 - 21, 2025**
Interviews if needed	**October 22 - 23, 2025**

B. Submission of Proposals

All submissions for proposals shall be submitted electronically to the PVTA CEO by **2:00 p.m. PDT, October 15, 2025**.Please email your submissions to both emails listed below.

Nicole Carranza, CEO: nicole@pvtrans.org
Finance: finance@pvtrans.org

If you do not receive a response confirming your proposal has been received within 24 hours, please call at **(909) 596 - 7664 ext. 0**.

PVTA will not be liable or responsible for any late delivery of proposals. Unacceptable conditions, limitations, provisos, or failure to respond to specific instructions or information requested may result in rejection of the proposal. If the proposal consists of a "prime" contractor and one or more subcontractors, the PROPOSER shall identify all subcontractors and the areas of their responsibility. Notwithstanding the use of subcontractors by the prime CONTRACTOR, PVTA will enter into an AGREEMENT only with the prime CONTRACTOR who shall be responsible for all services required by the AGREEMENT.

By submitting a proposal, the PROPOSER certifies that his/her/its name (as well as the names of any proposed subcontractors) does not appear on the Controller General's List of Ineligible Contractors for federally assisted projects.

No proposal shall be withdrawn after the date and time set for opening thereof, and all proposals shall remain in effect for a minimum of ninety (90) days after the final proposal submission date.

C. Public Records and Confidentiality

The proposals shall be held in confidence and shall not be available for public review (Government Code Section (h) and (k)) until all negotiations are complete.

The California Public Records Act (California Government Code Sections 6250 et seq.) mandates public access to government records. Therefore, unless the information is exempt from disclosure by law, the content of any request for explanation, exception or substitution, response to these specifications, protest or any other written communication between PVTA and the PROPOSER shall be available to the public.

D. Pre-Proposal Conference and Questions

A virtual pre-proposal conference will be held at **11:00 a.m. on Thursday, September 25, 2025**, for the purpose of receiving questions and comments pertaining to this RFP. While attendance at this meeting is not mandatory, it is highly recommended. Questions are required to be submitted via email. A zoom link is provided below.

Pre-Proposals Meeting Link: Please click here.

If you need a copy of the Zoom meeting link, please also email us.

Questions and comments may be submitted:

- At the pre-proposal conference; or
- **E-mail to: nicole@pvtrans.org AND finance@pvtrans.org**

E. RFP Addenda

Any changes to the RFP requirements will be made by written addenda by PVTA and shall be considered part of the RFP. Upon issuance, such addenda shall be incorporated into the agreement documents, and shall prevail over inconsistent provisions of earlier issued documentation.

Addenda will be posted on our website and transmitted by e-mail to PROPOSERS at the email address provided by PROPOSERS.

F. Verbal Agreement or Conversation
No prior, current, or post-award verbal conversations or agreements with any officer, agent, or employee of PVTA shall affect or modify any terms or obligations of this RFP, or any contract resulting from this procurement.

G. Screening, Selection and Award
Screening and selection will take place through the process described below. Contract award will be made to the PROPOSER that (a) meets the requirements of the Scope of Work and (b) submits the proposal considered most advantageous to PVTA based on the EVALUATION CRITERIA set forth under Part (4.) of this RFP.

Responsive proposals will be reviewed by a panel utilizing the EVALUATION CRITERIA outlined in this RFP, with each applicant receiving a score sheet. Following this evaluation, a decision will be made regarding whether to recommend the award of the contract without further discussion to the PROPOSER with the highest ranking score, or to conduct interviews with PROPOSERS falling within the competitive range.

H. Attempt to Influence Officials
With the exception of contacting PVTA staff to ask questions regarding this RFP, any party submitting a proposal shall not contact or lobby any PVTA Board member, or any employee, or agent regarding the RFP. Any party attempting to influence the proposal, submittal, and review process through ex parte contact of any PVTA official shall have their proposal disqualified.

J. Type of Contract
PVTA intends to award a fixed-price contract for the project. A sample agreement is attached to this RFP as **Attachment A.**

K. Compliance with Laws and Requirements
By submitting a proposal, PROPOSER certifies that he or she will comply with all local, state, and federal laws and requirements including, but not limited to, Equal Employment Opportunity, Disadvantaged Business Enterprise, Labor Protection, Americans with Disabilities Act, and other laws and regulations applicable to contracts utilizing state and/or federal funds. In connection with this project, the PROPOSER shall not discriminate on the grounds of race, color, or national origin.

L. Interpretation
The laws of the State of California shall govern all the rights and duties of the successful PROPOSER and PVTA under the contract entered into pursuant to this RFP.

M. Negotiations
PVTA reserves the right to negotiate the final scope and terms of the agreement with the successful PROPOSER.

N. Ownership of Proposals
The proposals received become the exclusive property of PVTA. At such time, as a contract award is approved by PVTA, all proposals submitted in response to this RFP shall become a matter of public record and shall be regarded as public records, with the exception of those elements of each proposal which are trade secrets as that term is defined in California Government Code 6254.7 and which are marked as “TRADE SECRET,” “CONFIDENTIAL” or “PROPRIETARY.” PVTA shall not in any way be liable or responsible for the disclosure of any

such records or portions thereof, including and without limitation, those so marked if disclosure is deemed required by law or by an order of a court. Proposals that indiscriminately identify all or most of the proposal as exempt from disclosure without justification may be found technically unacceptable.

O. Cancellation of Procurement/ Proposal Rejection
PVTA reserves the right in its discretion to cancel this Request for Proposals in whole or in part. PVTA reserves the right in its discretion to accept or reject any and all proposals submitted in response to the RFP or refuse to enter into any contract resulting from any proposal submitted, without expense to the agency.

P. Project Schedule

RFP Schedule (Tentative)	
Contract Award	October 24, 2025
Project Kick - Off	October 29, 2025
Development of Analysis & Recommendations	6 Months (Nov. thru April)
Draft Report	May 2026
Final Report	June 2026
PVTA Board Approval	June 2026

PROPOSAL REQUIREMENTS

All proposals shall provide documentation responding to all the items set out below.

A. Cover Letter
Each PROPOSER shall submit a cover letter including the name and address of the organization if an individual, partnership, corporation or joint venture; and the name, address and telephone number of the contact person who will be authorized to make representations for the organization.

B. Experience
Discuss the overall capabilities of the company. Include a description of the company's history and recent relevant experience as it applies to the Scope of Work. PROPOSER shall provide a listing of experience on similar projects, together with the names, addresses and telephone numbers of at least three other clients for whom similar services are provided. Sample reports and/or work products from similar projects may be included as an appendix.

C. Proposed Personnel
The PROPOSER shall provide a listing of personnel to be used on the project and their project responsibilities and include the resumes of all professional staff to be utilized in the project.

D. Work Plan
The PROPOSER shall provide an overall description of the PROPOSER'S work plan to accomplish the tasks described in the scope of work. Provide a detail of specific tasks to be performed.

E. Cost Proposal

PROPOSERS shall provide a fixed price for the project. PROPOSER's cost proposal shall provide an estimate of the levels of effort in terms of hours by task and personnel classification. The cost proposal shall provide hourly rates for personnel by classification.

F. Insurance

The insurance requirements of this RFP are shown in **Attachment A**, the Sample Agreement.

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6. PVTA History, Service Description & Data

Historical Operations Summary

Historically, PVTA contracted separately with two providers: a dedicated transportation contractor and a local taxi company. A turnkey operator such as Transdev was responsible for managing the dedicated fleet and prescheduled trips for the Get About program. Same-day, on-demand services—including Ready Now, Claremont Dial-a-Ride, and San Dimas Dial-a-Cab—were operated by local taxi contractors. Additionally, taxi services were used to provide supplemental coverage for Get About in case of incidentals or overflow.

In July 2020, PVTA transitioned to a single-contractor model. Under this new structure, PVTA contracted directly with First Transit, which in turn subcontracted with Network Paratransit for supplemental and on-demand services. This model was designed to streamline operations, eliminate redundant reporting, and centralize accountability. First Transit assumed responsibility for data collection from the subcontractor and reporting to PVTA. The centralized model was also intended to improve customer service by consolidating reservations and dispatch operations under one call center, allowing for better scheduling, improved on-time performance, and increased productivity.

However, this approach ultimately proved unsuccessful. The prime contractor struggled to maintain a sufficient trip volume for the taxi subcontractor to remain financially viable. Compounding this issue was a broader industry shift, with growing consumer preference for Transportation Network Companies (TNCs) such as Uber and Lyft. The onset of the COVID-19 pandemic further strained the system, leading to the taxi subcontractor's closure in 2023 (FY24) with only a month's notice.

As a result, PVTA was forced to pivot quickly to an emergency service model. The model changed to on-demand trips handled by the dedicated contractor and TNC (e.g., Uber), while the dedicated vehicle service such as Get About and group services were also provided by a national transportation contractor, First Transit at that time who was transitioning to Transdev after an acquisition.

In mid-contract during FY23, First Transit's acquisition by Transdev necessitated increased wages for operators, particularly drivers and dispatch, as mandated by the operators' union. Consequently, PVTA was federally required to issue an emergency bid to update the agreement's employee compensation schedule. Due to widespread inflation and escalating wages across California, the submitted proposals reflected a 50% increase in cost. These unexpectedly steep cost increases compelled the cities to reduce service by 50% to maintain operational continuity.

Currently the dedicated vehicle contractor, Transdev, acts as the prime contractor and can subcontract more for on demand services or provide them directly. Prior to July 2025, Get About was running at 25,000 annual revenue hours with service starting as early as 6:00am and running until 7:30pm. With such a steep rise in contractor costs and inflation, PVTA unfortunately had to reduce service.

These service changes took effect on July 1, 2025 which included:

1. Fare increase
2. Reduction in annual revenue hours from 25,000 to 15,000 for the Get About program.
3. Eliminating the One Step Over the Line Program which transported clients east of LA County into San Bernardino County for medical appointments
4. Reduction of operating hours and elimination of service on Sundays

It is important to mention the reduction in service as the goal of this study/analysis is to explore and make recommendations for cost effective transportation models that maximize service without increasing costs. Costs are rising every year due to inflation and funding no longer can keep up with those costs. Possibly changing models of service from contractor operated service to more of a brokerage on-demand service can potentially increase service while keeping costs steady.

Description of Pomona Valley Transportation Authority

Pomona Valley Transportation Authority (PVTA) is a joint powers authority of the four cities of Claremont, La Verne, Pomona, and San Dimas, located on the eastern edge of Los Angeles County in a portion of the Los Angeles-Orange-Riverside metropolitan area known as the Pomona Valley. The Pomona Valley has a population of 250,000 and a service area of approximately 62 square miles. PVTA is the community transit provider for these cities. The Pomona Valley is also served by Foothill Transit, Metro Rail, the Metrolink commuter rail service and Access.

The member cities contribute a portion of their dedicated transit sales tax revenues to Get About based on their share of overall Get About ridership. These revenues make up about 70% of the program's operating budget. Get About also receives subregional paratransit incentive funding from the Los Angeles County Metropolitan Transportation Authority (MTA), as well as FTA 5310 operating and capital funds. The Claremont DAR receives regional formula funding from the MTA including TDA and Proposition A Discretionary funds. Claremont is also an FTA 5307 recipient.

Los Angeles Metro's A Line light rail program serving the Pomona Valley.

The service modes are detailed below along with the estimated service levels for each mode. It should be noted that service levels can vary considerably based on demand. The service levels below will be used as the basis of evaluation of price proposals.

Currently, our service model is two parts. Dedicated vehicle service performed by the transit operator and supplemental service performed by a Transportation Network Company (TNC) such as Uber. It is important to differentiate the ridership through the transit operator and TNC, shown below.

Dedicated Vehicle Services (Through transit operator)

1. Get About van or dedicated vehicle service (15,000 vehicle revenue hours)
2. Claremont Group Service (Operates as the dedicated vehicle portion of Claremont Dial-A- Ride) (565 vehicle revenue hours)
3. Pomona Group Service (375 vehicle revenue hours)

Supplemental/Demand Response Services (Through transit operator)

1. Get About Ready Now (3,000 passenger trips)
2. Claremont Dial-a-Ride-Demand Response (5,200 passenger trips)
3. San Dimas Dial-a-Cab (2,600 passenger trips)

TNC Services (Through Uber)

1. Get About Supplemental Services (120 passenger trips)
2. Get About Ready Now (10,500 passenger trips)
3. Claremont Dial-A-Ride (15,500 passenger trips)
4. San Dimas Dial-A-Cab (3,200 passenger trips)

A. Get About

The Get About transportation basic service provides advance - reservation, door to door transportation to seniors 65 years of age and above and individuals with disabilities certified eligible by PVTA. Requests for service may be made up to 7 days in advance. Trips taken on a regular basis on the same day and time can be set up as subscription trips. Get About is an area wide service offering direct transportation throughout the cities of Claremont, La Verne, Pomona, and San Dimas. Get About offers service to destinations beyond the four cities as far west as Grand Avenue and to the east to the Montclair Place Mall, Montclair TransCenter, and the Montclair Hospital Medical Center. In addition to the basic service, Get About provides one premium service.

The Get About service operates the following days and hours:
Weekdays - 8:00 a.m. - 5:00 p.m.
Saturdays - 8:00 a.m. - 2:00 p.m.
Sundays - Closed.

Between FY24 and FY25, combined Get about services passenger trips fell from 91,596 to 76,264 (≈17%). The overall drop in FY25 was also influenced by late-year budget restrictions that required service cuts. Dedicated service trips declined from 75,616 to 64,141 (≈15%). As the cab contractor ended its contract at the start of FY24 and PVTA shifted to Uber, growth for on demand services continued into FY25.

Trip Trends FY24/FY25

	FY24	**FY25**
Get About Dedicated Service Trips	75,616	64,141
Get About Cab Service Trips	5,263	138
Get About Premium Services Trips	10,717	11,985
TOTAL TRIPS	**91,596**	**76,264**

Get About Premium Services

Get About also offers a same-day premium service called **Ready Now**, which is partially funded by FTA 5310 grant funds. Ready Now was originally operated primarily as a taxi-based program; however, following the closure of the cab company, the service is now provided through a combination of the Agency's dedicated fleet and Transportation Network Company

(TNC) partners. Ready Now provides 10,500 trips annually.
Fares

The base fare for Get About is $2.75 per one-way trip, the extended western service area is $3.75 per one-way trip, and Ready Now's fare is $4.50 for a one-way trip.

PROGRAM	FARES
Get About	$2.75 one-way
Get About Extended	$3.75 one-way
Ready Now	$4.50 one-way

Service Trends

Get About has followed the same service model for over 20 years, but its mix of rides has shifted. The dedicated fleet once handled about 80% of trips, but by FY22 that share dropped to 54%, with taxis covering 46%. Overall ridership fell during the pandemic, down about 50% from FY19. The ability to group trips declined sharply, and cab driver shortages caused longer waits and reduced capacity, leading PVTA to add dedicated vehicles at higher cost. In summer 2025, rising contractor costs forced PVTA to make service changes, including ending the One Step Over the Line program, increasing fares, and cutting service hours.

<u>B. San Dimas Dial-A-Cab</u>

The San Dimas Dial-A-Cab is an immediate response, shared ride, general public, dial-a-ride. Ride reservations can be made from 45 minutes to seven days in advance. All San Dimas Dial-A Cab riders must be registered

Service Area: Service operates within the City of San Dimas. Elderly and disabled riders picked up within San Dimas may travel within the city and to destinations within extended boundaries. The extended boundaries are Grand Avenue on the West and Garey Avenue to the East and between Foothill Blvd. on the North and San Bernardino Freeway on the South. General public riders can travel within San Dimas and to medical facilities within the extended boundaries. San Dimas also allows travel to designated medical facilities beyond the extended boundaries.

Hours: 24 hours per day, seven days per week.

San Dimas Dial-a-Cab has seen its ridership decline over the years. In FY2025, ridership was at 2,600 trips.

<u>C. Pomona Group Services</u>
The Pomona Group program offers transportation services for groups of six or more, require advance reservations and are subject to available capacity.

Service Area: Anywhere within the 4 city service areas of Claremont, La Verne, San Dimas and Pomona and extended boundaries available to PVTA services.

Hours: The services are available 8:00 a.m.- 5:00 p.m. weekdays and 8:00 a.m.-2:00 p. m. Saturday Closed onSunday.

Pomona Groups is a relatively small service with a ridership of 250 trips and 2,600 passengers annually. Because the pandemic shut down almost all the afterschool and youth programs Pomona Group served, it has operated only sporadically since.

D. Claremont Dial-A-Ride

PVTA also operates transit services on behalf of the City of Claremont. The City of Claremont is located on the eastern edge of Los Angeles County. The City of Claremont presently encompasses 14 square miles. Claremont has a population of 38,000.

The Claremont Dial-a-Ride is governed by the City Council. The City is a member of a Joint Powers Authority, the Pomona Valley Transportation Authority (PVTA). Claremont employs PVTA to operate the Claremont DAR on behalf of the city utilizing private contractors. Claremont DAR is open to the general public and consists of two components.

(1) **Shared Ride On Demand Service:** A cab based immediate response, general public, shared ride dial-a-ride. All Claremont DAR riders are required to be registered.

Service Area: Service is limited to within the City of Claremont and specified destinations outside of Claremont designated by the city.

Hours: The service operates from 6:00 a.m. to 10:00 p.m. Monday-Saturday and 6:00 a.m. to 6:00 p.m. Sundays for the general public. Services to elderly and disabled persons and riders under the age of 16 are available 24 hours per day, seven days a week.

(2) **Claremont Group Service**: The Group Service is open to groups of six (6) passengers or more on an advanced reservation basis. Reservations must be made at least 10 business days in advance. Reservations are subject space available. Primarily after school and the senior nutrition programs use the service. In FY25, Claremont Group Service averaged about 500 trips and 4,700 passengers annually.

E. Vehicle Fleet

There are a total of 33 vehicles from PVTA and the City of Claremont. The fleet is housed, insured, and maintained by PVTA's primary contractor, Transdev. These vehicles are primarily used for the dedicated service but also support on-demand services as needed.

Attachments

A. Sample Agreement

Sample Agreement

ATTACHMENT A
AGREEMENT BETWEEN
THE POMONA VALLEY TRANSPORTATION AUTHORITY
AND

THIS AGREEMENT is made and entered into this _______ day by and between the **Pomona Valley Transportation Authority** (hereafter referred to as "PVTA") and ____________ (hereafter referred to as "Consultant").

WITNESSETH:

WHEREAS, PVTA wishes to obtain the services of a professional transit consultant to perform a Traditional Dial-a-Ride(TDAR)/On-Demand Service Feasibility Study of Pomona Valley Transportation Authority's and Claremont Dial-a-Ride Services.

WHEREAS, Consultant is fully qualified and competent to perform the specialized and technical services required by Project on the terms and conditions hereafter set forth: Now, THEREFORE, the parties agree as follows:

1. Scope of Project Services: Consultant shall, perform and complete, in a satisfactory and proper manner, as determined by the PVTA, the project services described in PVTA's Request for Proposals, For a Traditional Dial-a-Ride(TDAR)/On-Demand Service Feasibility Study of Pomona Valley Transportation Authority's and Claremont Dial-a-Ride Services. dated XXX and Consultant's proposal _________ dated _________ incorporated by reference and attached as **Exhibit A.**

2. Consideration: PVTA agrees to pay Consultant for project services in accordance with the rate structure detailed in _________ of the CONTRACTOR's proposal of ___________. The total sum due CONTRACTOR under the terms of this agreement shall not exceed ____________. It is expressly understood and agreed that this sum constitutes full compensation for all project services rendered. Said sum includes reimbursement for compensation for all principal, professional, technical and clerical labor rendered in the performance of the project services, as well as reimbursement for travel, computer usage, reproduction, and all other costs and expenses specified in the proposal. If during the course of Project, it becomes necessary for Consultant to provide additional consulting services not specified in Request for Proposal, PVTA may agree to contract and pay for such services directly. Any such services will require written approval of PVTA. PVTA will not be liable for such expenses without its prior approval.

3. Method of Payment: Consultant agrees to bill PVTA monthly in arrears for project services rendered. Such billing shall indicate the gross amount for the Consultant for actual work accomplished; specify the total number of hours worked by task.
Receipts and vouchers shall be included where appropriate. PVTA reserves the right to require additional supporting billing data when it deems such data necessary.

4. Term: The term of this Agreement shall be from ___________ through __________. The term of this Agreement may be extended by mutual consent of both parties.

5. Access to Consultant Records: At any time during normal business hours, and as often as PVTA deems necessary, Consultant shall allow PVTA inspection of all records and data including billing data and records.

6. Consultant's Status: In the performance of the Project services to be provided hereunder, Consultant is an individual contractor and is not an employee, agent or other representative of PVTA. Project services to be furnished hereunder shall be deemed to be unique personal services and except as herein provided Consultant shall not assign, sublet, transfer or otherwise substitute its interest in this Agreement or its obligations hereunder without the prior consent of the PVTA.

PVTA reserves the right of prior approval of all subcontractors and retains the right to request Consultant to terminate any said sub-contractor, for any reason deemed appropriate by the PVTA, by so notifying Consultant in writing. Should said notification be submitted to Consultant, it shall terminate said sub-contractor immediately.

PVTA shall have no liability to any sub-contractor(s), for payment for Project services or other work performed for Consultant, and any sub-contract entered into by the Consultant pursuant to the conduct of services under this Agreement shall duly note the responsibility for payment for the technical services or any other work performed shall be the sole responsibility of Consultant.

7. Publication, Reproduction and Use of Material: All reports, documents, studies, data or other physical materials or copies thereof, prepared by Consultant pursuant to this Agreement, shall upon preparation, become the property of PVTA and shall not be used or reproduced in any manner without the written permission of PVTA. Provided, however, that Consultant may retain and use copies of the Final Reports for reference purposes.

PVTA shall have unrestricted authority to publish, disclose, distribute and otherwise use, in whole or in part, any reports, data, or other materials prepared under this Agreement.

8. Indemnification: To the fullest extent permitted by law, Consultant shall indemnify and hold harmless PVTA and any and all of its officials, employees, agents, and/or volunteers ("Indemnified Parties") from and against any and all losses, liabilities, damages, costs, and expenses, including attorney's fees and costs, caused in whole or in part by the negligent or wrongful act, error or omission of Consultant, its officers, agents, employees or subconsultants (or any agency or individual that Consultant shall bear the legal liability thereof) in the performance of services under this Agreement. Consultant's duty to indemnify and hold harmless PVTA shall not extend to the PVTA's sole or active negligence or willful misconduct.

9. Duty To Defend: In the event the Indemnified Parties, individually or collectively, are made a party to any action, lawsuit, or other adversarial proceeding arising from the performance of the services encompassed by this Agreement, and upon demand by PVTA, Consultant shall defend the Indemnified Parties at Consultant's cost or at PVTA's option, to reimburse PVTA for its costs of defense, including reasonable attorney's fees and costs incurred in the defense of such matters to the extent the matters arise from, relate to or are caused by Consultant's negligent acts, errors or omissions. Payment by PVTA is not a condition precedent to enforcement of this provision. In the event of any dispute between Consultant and PVTA, as to whether liability arises from the sole or active negligence or willful misconduct of the PVTA or its officers, employees, or agents, Consultant will be obligated to pay for PVTA's defense until such time as a final judgment has been entered adjudicating the Indemnified Parties as solely or actively negligent or to have acted with willful misconduct. Consultant will not be entitled in the absence of such a determination to any reimbursement of defense costs including but not limited to attorney's fees, expert fees, and costs of litigation**.**

<u>10. Non-Discrimination</u>: Consultant agrees that it shall not employ any discriminatory practices in the performance of the Project services to be provided pursuant to this Agreement on the basis of race, color, sex, religion, nation origin or ancestry.

<u>11. Termination</u>:

For Cause: If the Consultant shall fail to fulfill in timely and proper manner its obligations under this Agreement, or if Consultant violates any of the conditions, agreements or stipulations of this Agreement, PVTA shall thereupon have the right to terminate the Agreement by giving written notice to Consultant of such termination and specifying the effective date thereof, at least fifteen (15) days before the effective date of such termination.

For Convenience: PVTA may terminate this Agreement at any time by giving written notice to the Consultant of such termination and specifying the effective date thereof, at least thirty (30) days before the effective date of termination.

Project Service Material: In the event of termination pursuant to paragraphs A or B, supra, all finished or unfinished documents, reports, and other materials prepared and accumulated under and for this Agreement by Consultant or by Consultant's approved sub-contractors shall become the property of PVTA, and Consultant agrees, upon PVTA request, to deliver all such property to PVTA.

Compensation Upon Termination: In the event of termination pursuant to Paragraph 10, compensation to Consultant will be based upon the number of hours actually utilized by Consultant in the performance of Project services from the date of the last billing period to the effective date of termination, plus any other billable Project service costs and expenses accruing during said compensation period.

Consultant, in executing this Agreement shall be deemed to have waived any and all claims for damages because of termination of this agreement for any such reason.

<u>12. Consultant Insurance</u>: Without limiting Consultant's indemnification of Agency, and prior to commencement of work and/or services under this Agreement, Consultant shall obtain, provide, and maintain at its own expense during the term of this Agreement, policies of insurance of the type and amounts described below and in a form satisfactory to Agency:

General liability insurance. Consultant shall maintain commercial general liability insurance with coverage at least as broad as Insurance Services Office form CG 00 01, in an amount not less than $1,000,000 per occurrence, $2,000,000 general aggregate, for bodily injury, personal injury, and property damage. The policy must include contractual liability that has not been amended. Any endorsement restricting standard ISO "insured contract" language will not be accepted.

Automobile liability insurance. Consultant shall maintain automobile insurance at least as broad as Insurance Services Office form CA 00 01 covering bodily injury and property damage for all activities of the Consultant arising out of or in connection with Work to be performed under this Agreement, including coverage for any owned, hired, non-owned, or rented vehicles, in an amount not less than 1,000,000 combined single limit for each accident.

Professional liability (errors & omissions) insurance. Consultant shall maintain professional liability insurance that covers the Services to be performed in connection with this Agreement, in the minimum amount of $1,000,000 per claim and in the aggregate. Any policy inception date, continuity date, or retroactive date must be before the effective date of this agreement and the Consultant agrees to maintain continuous coverage through a period no less than three years after completion of the services required by this agreement.

Workers' compensation insurance. Consultant shall maintain Workers' Compensation Insurance (statutory limits) and Employer's Liability insurance (with limits of at least $1,000,000).

13. Other Provisions or Requirements

Proof of insurance. Consultant shall provide certificates of insurance and required endorsements to PVTA as evidence of the insurance coverage required herein. Insurance certificates and endorsements must be approved by PVTA's Risk Manager prior to commencement of performance. Current certification of insurance shall be kept on file with PVTA for the contract period and any additional length of time required thereafter. PVTA reserves the right to require complete, certified copies of all required insurance policies, at any time.

Acceptable insurers. All insurance policies shall be issued by an insurance company currently authorized by the Insurance Commissioner to transact business of insurance or is on the List of Approved Surplus Line Insurers in the State of California, with an assigned policyholders' Rating of A- (or higher) and Financial Size Category Class VII (or larger) in accordance with the latest edition of Best's Key Rating Guide, unless otherwise approved by the PVTA's Risk Manager.

Additional insured status. General liability, automobile liability, and umbrella/excess liability insurance policies shall provide or be endorsed to provide that PVTA, the cities of Claremont, La Verne, Pomona, and San Dimas, and its officers, officials, employees, agents, and volunteers shall be additional insureds under such policies.

Primary/noncontributing. Coverage provided by Consultant shall be primary and any insurance or self-insurance procured or maintained by PVTA shall not be required to contribute with it. The limits of insurance required herein may be satisfied by a combination of primary and umbrella or excess insurance. Any umbrella or excess insurance shall contain or be endorsed to contain a provision that such coverage shall also apply on a primary and non-contributory basis for the benefit of PVTA before PVTA's own insurance or self- insurance shall be called upon to protect it as a named insured.

Waiver of subrogation. All insurance coverage maintained or procured pursuant to this agreement shall be endorsed to waive subrogation against PVTA, its elected or appointed officers, agents, officials, employees, and volunteers or shall specifically allow Consultant or others providing insurance evidence in compliance with these specifications to waive their right of recovery prior to a loss. Consultant hereby waives its own right of recovery against PVTA and shall require similar written express waivers and insurance clauses from each of its subconsultants.

Requirements not limiting. Requirements of specific coverage features or limits contained in this section are not intended as a limitation on coverage, limits or other requirements, or a waiver of any coverage normally provided by any insurance. Specific reference to a given coverage feature is for purposes of clarification only as it pertains to a given issue and is not intended by any party or insured to be all inclusive, or to the exclusion of other coverage, or a waiver of any type. If the Consultant maintains higher limits than the minimums shown above, PVTA requires and shall be entitled to coverage for the higher limits maintained by the Consultant. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to PVTA.

Notice of cancellation. Consultant agrees to oblige its insurance agent or broker and insurers to provide PVTA with a thirty (30) day notice of cancellation (except for nonpayment for which a ten (10) day notice is required) or nonrenewal of coverage for each required coverage. If any of the Consultant's insurers are unwilling to provide such notice, then Consultant shall have the responsibility of notifying PVTA immediately in the event of Consultant's failure to renew any of the required insurance coverages, or insurer's cancellation or non-renewal.

14. Law Governing: This Agreement is made and executed pursuant to the laws of the State of California, which laws shall govern the construction and performance and the terms hereof.

15. Entire Agreement: This document and the items specifically incorporated into this Agreement by reference constitute the entire Agreement between PVTA and Consultant and may be modified or amended only as hereinabove specified or by specified or by further written agreement between the parties hereto.

IN WITNESS WHEREOF, the PVTA has, by order, caused this Agreement to be subscribed by the CEO of said PVTA, and the Consultant has caused this Agreement to be subscribed in its behalf by its duly authorized officer the day and year first hereinabove written.

CONSULTANT, POMONA VALLEY TRANSPORTATION AUTHORITY

BY ______________________

BY_____________________
Nicole Carranza, CEO
Date