



Finance Department

David P. Schmiedicke, Finance Director

City-County Building, Room 406
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703
Phone: (608) 266-4521
Fax: (608) 266-5948

finance@cityofmadison.com

www.cityofmadison.com/finance/purchasing

Purchasing Services

DATE: August 4, 2026

RE: **ADDENDUM 1**
15015-0-2026-BP
Enter RFP Title/Impaired Driving Reduction Ride Share Project

Notice to All Bidders:

Please note the following responses to the questions received:

Question 1

Budget period: Section 5.1 states the Safe Streets and Roads for All budget for this project is \$97,240, and Section 5.3.D notes that proposers are expected to use the complete amount. The RFP does not specify a project start date, only a target completion of January 2028. Could the City confirm the intended start date and/or total period of performance the \$97,240 is meant to cover? This will help us ensure our proposed budget allocation and service volume are scaled appropriately to the full engagement period.

Answer 1

The intended start date would be approximately December 1, 2026.

Question 2

Form A title: Form A is titled "Price Proposal and Signature Affidavit," but the form content itself contains no pricing or rate fields — only certification language, company name, signature, and title. Section 5.3.D describes a narrative budget breakdown by category (administration, ride shares, marketing, other) rather than a unit-price or rate schedule. Could the City confirm whether any additional pricing disclosure (e.g., per-ride rate, mileage rate) is expected beyond the Section 5.3.D budget narrative?

Answer 2

The "Price Proposal" was left on accident. All proposers can disregard that portion of the title.

Question 3

Should we plan to be available for meeting with POLD to review progress and determine necessary modifications?

Answer 3

As stated in the RFP, the vendor will work with City staff to review POLD agencies on a regular basis to determine where ride share services will be deployed. POLD agencies are reviewed internally by Public Health Madison and Dane County and this information will be shared with the ride share vendor in meetings.

Question 4

5.2(2) available drivers to cross the city to respond quickly (within 10-15 minutes) what are the POLD so we can make sure we have sufficient cabs?

Answer 4

At this time, we cannot share this information with vendors. The city strives to build and preserve trusted relationships with restaurants/bars/taverns, so we're intentional about not communicating POLD data with

the public unless the business is fully aware of the data's purpose and why it's publicized. However, the selected vendor(s) will have access to this information during regular meetings with city staff.

It's important that proposers have sufficient fleet/drivers to respond to businesses within a reasonable amount of time at any given time so that impaired customers make the safest choice and get a ride home instead of driving impaired out of convenience/poor wait times. Proposers can detail how many businesses on any given night they can respond to within 10-15 minutes to help the city understand what's feasible for the vendor.

Question 5

5.2(4) asks for a deliverable detailing how we will address behavioral motivators and barriers. Do you have a record of reported barriers in case our estimates and research turn out to be incomplete?

Answer 5

Ride share companies may not be able to address or create solutions for all of these problems, but we want proposers to address anticipated psychological barriers/motivators in their proposal. Here are some, but not all potential barriers to getting a safe ride:

Cognitive Bias: Alcohol distorts judgment. People genuinely believe they are "fine to drive" or can "handle it," making them reject a ride share because they see no need for one.

The Vehicle Attachment/Cost Fallacy: Drivers worry about leaving their car overnight. They fear parking tickets, towing fees, or theft, which makes driving impaired feel like the lower-risk option in the moment.

Short distance bias: People often assume "it is only a short drive" and that they will avoid getting caught or crashing because the distance is minimal.

Group Dynamics: In social settings, individuals do not want to be the "buzzkill" who delays the group to wait for a taxi, or they fear looking weak to their peers.

Sunk Cost Fallacy: If a patron already spent a lot of money on drinks and entry fees, they are highly resistant to spending more money on a ride home.

Hefty Cleaning Fees: Rideshare apps and taxi companies often charge automatic, non-negotiable cleaning fees ranging from \$150 to \$250+ for bodily fluid messes.

Loss of Control: Alcohol increases anxiety about losing control of one's body in a confined, private space with a stranger (the driver).

Ordering difficulties: Impaired individuals struggle with complex steps. If an app is hard to navigate, or if a phone line puts them on hold, they will quickly give up and drive instead.

Wait time predictability issues or waiting too long: When wait times are unknown, fluctuate wildly, or are too long, patrons choose the immediate certainty of their own car over waiting.

Question 6

5.2(4) do you have a timeline for when you want updates?

Answer 6

We expect monthly updates on number of rides and evaluation data.

Question 7

5.2 (5) How long before you want your summary report, seasonally or monthly or another duration?

Answer 7

We expect monthly updates on number of rides and evaluation data

Question 8

5.7 Regarding the entire fund distribution, will it all go to one provider or be divided among multiple providers?

Answer 8

It may go to one provider or be divided among multiple providers. The quality of proposals and the anticipated level of project management from city staff will determine how many vendors will be selected for award.

Question 9

The Safe Streets and Roads for all budget for the Impaired Driving Ride Share project is \$97,240. The funding includes costs needed to manage and administer the ride share program, including any marketing costs.

Is this the total award amount or does the city retain some for its associated program costs?

Answer 9

This is the total amount, the city does not retain any for its own costs.

Question 10

How many participating locations should proposers plan and budget for? Please clarify the anticipated number of bars or taverns, events, festivals and holiday service periods included in the project.

Answer 10

We ask proposers to describe how many bars, taverns, events, festivals and holiday service periods are realistic for the vendor and which events, festivals and holidays may suit this program well based on research and creativity.

Question 11

Are participating locations expected to receive service simultaneously, or will the program operate in phases?

Answer 11

It can operate in phases or operate simultaneously. Proposers should describe what will work best for them based on their own experiences and capacities.

Question 12

Is the twenty location, four week Safe Nights Network pilot described in other City materials expected to serve as the initial phase of this contract, or should proposers develop a broader model covering additional locations, events and service periods?

Answer 12

The data from the four week pilot project will inform the broader model that the selected vendor will implement, but not limit the broader model.

Question 13

Will the City select the participating establishments, events and service areas, or will the selected contractor be responsible for identifying, recruiting and maintaining relationships with participating locations?

Answer 13

The city and the vendor(s) will work together to plan out participating establishments, events and service areas. However, proposers are encouraged to detail any specific events, establishments or areas that they recommend working with.

Question 14

Will all eligible trips begin and end within the City of Madison, or may a qualifying trip begin within the City and end outside city limits?

Answer 14

Qualifying trips can end outside city limits. The city recognizes people who patron Madison businesses do not always live here, and many live outside city limits. Proposers should consider cost differences between trips within the city and trips that extend outside city limits with their proposal, and proposers are encouraged to consider a radius limit for rides.

Question 15

What is the anticipated timeline for contract award, project planning and the start of ride service?

Answer 15

Vendor decisions and finalizing the contract will take place this fall, project planning starts December 1st, and the start of the ride service will take place on or before the December holiday season.

Question 16

Will the City establish the operating dates and hours, or should proposers recommend a schedule based on available data and anticipated demand?

Answer 16

Proposers should recommend a schedule based on available data and anticipated demand. For proposers who may be looking for a helpful data source, they can check out Community Maps crash data from the UW TOPS lab by simply internet searching this database and filtering Dane County data. However, proposers are not required to use this data, nor will it reduce points on their application if they choose not to use it in their proposal. Crash data is not the best and only source for making project plans/decisions for this program.

Question 17

Does the City have an estimate of the expected number of ride requests or completed rides by location, night, event or program phase?

Answer 17

No.

Question 18

Will the City provide usage information from prior pilots or comparable programs to help the selected contractor determine the required driver and dispatch capacity?

Answer 18

Yes, the data from a pilot project called the Safe Nights Network project will help inform this program. However, this project is occurring in August, therefore the evaluation data from this pilot is not available yet.

Question 19

Is the stated 10–15 minute arrival time a mandatory service level for every ride request, or is it a general program performance goal?

Answer 19

10-15 minutes is not a mandatory service, but it is a recommendation. If customers believe the service is taking too long to get to them, the city risks community members losing trust in this program and devaluing ride shares as safe transportation options. If this arrival time is not possible, proposers could describe how they plan to work with establishments to manage time expectations for customers, or make this wait time explicitly clear in marketing plans.

Question 20

How will response time be measured? For example, from the initial request, dispatch acceptance or another point in the booking process?

Answer 20

From the initial request.

Question 21

How will performance be evaluated during periods affected by unusually high demand, event traffic, road closures, severe weather or other conditions outside the contractor's control?

Answer 21

Factors that are out of the control of the vendor will not be used to penalize performance.

Question 22

Would the City consider a proposed average arrival time goal of approximately 15–20 minutes if the proposer can explain the operational basis for that standard?

Answer 21

Yes the city could consider a 15-20 minute wait time and will weight proposals based on all the factors described in the scoring guide.

Question 23

What happens when the number of simultaneous ride requests exceeds the contractor's available capacity? Is the contractor expected to guarantee that every request will be served within the stated response time?

Answer 23

The city and selected vendor(s) will work together to manage operations within the contractor's capacity.

Question 24

Will the program pay the full metered fare, or will riders be responsible for a copayment or any amount above an established limit?

Answer 24

The proposer should describe what they can manage financially vs any costs they think are reasonably accrued by a customer. The current pilot project gives \$20 vouchers to customers, and they must pay remaining costs if the cost of the ride exceeds the voucher amount.

Question 25

Will there be a maximum reimbursable amount per ride?

Answer 25

Likely yes. To be determined in collaboration with the vendor and based on the selected vendor's proposal.

Question 26

Will there be mileage, destination or geographic restrictions on eligible rides?

Answer 26

Likely yes. To be determined in collaboration with the vendor and based on the selected vendor's proposal.

Question 27

How should the contractor handle cancellations, no-shows, duplicate requests or rides involving more than one eligible passenger?

Answer 27

The proposer is encouraged to describe their experience and their ideas for handling cancellations, no shows, duplicate requests or rides with more than one passenger.

Question 28

Will tips be an allowable program expense, a rider responsibility or excluded from reimbursement?

Answer 28

The proposer is encouraged to describe if tips will be an allowable expense or not based on experience and ideas for the program.

Question 29

May proposers include late-night driver bonuses, hourly guarantees, shift incentives or similar expenses in the program budget when those costs are necessary to meet the required service level?

Answer 29

Proposers are encouraged to include this in their proposal based on experience and ideas for the program.

Question 30

If driver incentives are allowable, are there limits on the amount that may be billed to the City or specific documentation requirements that must be followed?

Answer 30

Limits have not been determined for this. This will be negotiated between the city and the selected vendor(s) after award.

Question 31

May program funds be used for driver recruitment, onboarding, training or other capacity-building expenses directly related to providing the required service?

Answer 31

Potentially yes. If the proposer can adequately describe the importance of this to fostering timely and effective operations, then the city can see the value in using funds in this manner.

Question 32

May program funds cover additional dispatch or phone answering labor needed during active service periods?

Answer 32

Potentially yes. If the proposer can adequately describe the importance of this to fostering timely and effective operations, then the city can see the value in using funds in this manner.

Question 33

Does the City require a unique QR code, voucher, promotional code or other identifier for each participating pickup location?

Answer 33

The proposer should describe what they would use to implement this program.

Question 34

May the contractor propose another method of identifying the participating location, such as an account, booking code or internally assigned location tag?

Answer 34

Yes.

Question 35

What information must be collected for each requested and completed ride?

Answer 35

Locations for pickup and drop off are required but exact locations for residential homes do not need to be shared with the city. General areas for drop offs will suffice. Proposers may detail how they will balance data collection for project evaluation that doesn't violate personal privacy.

The city is looking for proposers to describe opportunities for the city and/or vendor to send out evaluations to customers. This may take place through a separate method of collecting emails or phone numbers from customers where the information is not necessarily connected to their exact pick-up and drop-off location.

Question 36

Does the City require riders to provide identifying information, or may the contractor use a booking process designed to collect only the minimum information necessary to provide and document the ride?

Answer 36

Minimal information necessary to provide and document the ride. However, data about the number of rides requested and fulfilled at specific businesses, events, etc. will be expected for project progress reports.

Question 37

Must the contractor provide a public-facing mobile application, or may the program rely on telephone dispatch, business-assisted booking, online booking or a combination of those methods?

Answer 37

Mobile apps are not a requirement. That said, proposers describing a dispatch service, mobile app or something else should articulate how their approach will be not overly burden bartenders, event staff, and/or customers.

Question 38

Please clarify the anticipated division of responsibility between the City and the selected contractor in developing the final program model.

Answer 38

The city will have the final say on the project model but the vendor is expected to design the program and shape the final model based on feedback from the city.

Question 39

Which program parameters will the City establish, including participating locations, operating dates, service hours, rider eligibility, fare limits and geographic restrictions?

Answer 39

The city and vendor(s) are expected to work together on this. This means the city and vendor may do their own research to come up with a plan, but the vendor will ultimately take the lead on research and planning with the city having the final say on operations. The project proposal submitted for this RFP should give the city and vendor a strong lead on this plan.

Question 40

Which elements are the selected contractor expected to independently propose, develop and manage?

Answer 40

This information is outlined in the RFP.

Question 41

Will the final program scope, schedule, deliverables and operating procedures be developed collaboratively with the selected contractor after award?

Answer 41

Yes

Question 42

What program management support will City or Public Health Madison & Dane County staff provide during planning and implementation?

Answer 42

There is a dedicated 1.0 FTE for impaired driving reduction that will prioritize this project with the selected vendor(s) every week. The selected vendor(s) can expect a response to questions, requests, documents for review, etc. from this employee within 1-3 business days of reaching out.

Question 43

Will the City provide the selected contractor with the findings from its surveys, focus groups, POLD data or other research used to shape the program?

Answer 43

Yes, the vendor(s) will receive findings from surveys, focus groups, POLD data and other research often.

Question 44

Does the requirement to address behavioral hesitancies require formal behavioral health, substance use or clinical expertise?

Answer 44

No, this technical expertise is the responsibility of the impaired driving reduction project coordinator who has a background in psychology, addiction science, and a master's degree in public health. This project manager will help inform the vendor(s) project plan and implementation with a behavioral health lens.

Question 45

May the contractor satisfy this portion of the scope through practical measures such as privacy protections, minimal data collection, multiple booking options, user-friendly procedures, nonjudgmental messaging and training for dispatchers, drivers and participating establishments?

Answer 45

It is unclear which portion of the scope this is referring to. Helpful data collection for project improvements and federal funding reports is expected but this data should not violate personal privacy.

Question 46

Will the City or Public Health provide research, recommended practices, messaging guidance or other assistance concerning the reasons impaired individuals may be reluctant to request transportation?

Answer 46

Yes.

Question 47

Who will be responsible for approving public facing messaging concerning impairment, safety, privacy and rider behavior?

Answer 47

The vendor(s) is expected to create a marketing plan and have their own marketing abilities (i.e., printing, social media, etc) but the city will work with the vendor to shape campaigns and determine what is said, and where and how messages get delivered.

Question 48

Is the contractor expected to measure changes in public attitudes or behavior, or primarily to report operational outcomes such as ride requests, completed rides, pickup locations, response times and rider feedback?

Answer 48

The vendor(s) and city will co- create opportunities for optional community engagement to share perspectives and feedback on the program and attitude/behavioral insights.

Question 49

Will the City develop the primary campaign concept and messaging, or should proposers include the development of the campaign strategy, creative concept and materials in their proposal?

Answer 49

The proposer should develop the campaign strategy with the expectation for the city to help with details, like messaging that will work best within a public health and safety context.

Question 50

What marketing, outreach and promotional work will be completed by City staff, and what work will be assigned to the contractor?

Answer 50

The vendor(s) is responsible for primary design and printing of marketing materials, with City staff providing guidance and input.

Question 51

Will the City provide introductions to participating establishments, or will the contractor be responsible for conducting all establishment outreach?

Answer 51

The city staff will be the primary contact for outreach with establishments.

Question 52

Who will be responsible for printing, distributing, installing and maintaining promotional materials at participating locations?

Answer 52

The vendor(s) is responsible for printing materials, and city staff will help the vendor with distribution, installing and maintaining promotional materials.

Question 53

Please clarify which project expenses are eligible for reimbursement, including ride fares, driver incentives, dispatch labor, recruitment, training, marketing, technology configuration, project administration and establishment outreach.

Answer 53

All of the above. The proposer should detail how each of these factors may be budgeted for within the entire amount listed in the RFP.

Question 54

May funds be moved between ride service, marketing and administrative budget categories during the contract with prior City approval?

Answer 54

Yes

Question 55

Please clarify whether invoices and progress reports are required monthly or quarterly, as different portions of the RFP appear to describe different reporting schedules.

Answer 55

Monthly invoices and project updates.

Question 56

Please clarify which insurance requirements apply to the selected contractor if the requirements listed in the RFP summary differ from those in the sample contract.

Answer 56

The insurance in the sample contract is correct.

Question 57

Which federal Safe Streets and Roads for All requirements will apply directly to the contractor's operations, workforce, recordkeeping, purchasing or use of subcontractors?

Answer 57

The contracted firm should follow all regulations as defined in 2 CFR 200. Further, the contracted firm should be prepared to submit monthly reporting to City of Madison staff as part of these efforts; items required for monthly reporting will be determined in the final scope of the contract. Vendors should be prepared to work with City staff to review service delivery and reporting practices for alignment with federal requirements during contract negotiations.

Question 58

What documentation will be required to substantiate ride expenses, driver incentives, labor costs and other reimbursable program expenses?

Answer 58

All costs associated with the implementation of the ride share program must be documented and sent to city staff in reports and invoices.

Question 59

Will payment be based on actual documented expenses, completed deliverables, a fixed contract amount or a combination of these methods?

Answer 59

Payment will be reimbursed based on actual documented expenses.

Please direct any other questions to the Purchasing contact person below.

Brian Pittelli
City of Madison Purchasing Services
PH: (608) 267-4969
bpittelli@cityofmadison.com