860 Days
“A Very Long Journey”

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CyRide
Ames Transit Agency
Ames, Iowa
At a Glance

- 158 Employees
  - 24 Full-time drivers
  - 107 Part-time drivers
- 80 buses
  - 72 Large
- 5,892,000 passengers
- 1,185,000 miles
$8,285,462 Budget

Local three way funding

- City of Ames $1,463,659
- Iowa State University $641,872
- Government of the Student Body (GSB) $3,499,053

GSB trust fund
GSB Trust Fund

- Enrollment variables
- Reserve account
- Positive/deficit balances over the years
- Generated interest
- Interest payments
- Must be used for transit
The Beginning

- Healthy balance
- Excited about University of Iowa’s product
- Funded by the GSB Trust Fund
  - Largely requested by students
  - Done before
- Board of Trustees
- Multi agency work group
Work Group

- Scope of the project
- Cost
- Funding source
  - Specific product
  - NEXTBus
- Sole source procurement
Sole Source

- Paid with student fee revenue
- No Federal, State or Local tax dollars
- Done by the University of Iowa
- Agency of the City of Ames
  - Waiver from purchasing policy
  - City Council approval

Aggressive Schedule – Fall 2011 implementation
One Step Forward

- NEXTbus was preferred technology
- Pricing proposal
- Demonstration to GSB and Transit Board
- Unanimously passed resolution
- Not to exceed amount
Two Steps Forward

- Funding secured
- Pricing from NEXTbus
- Transit Board approval
- Purchasing policy waiver
One Step Back

- Vendor protest
  - Outside of normal process
  - Are you receiving the “best value”
- Did not receive Council approval for waiver
- Develop a formalized RFP
RFP Challenges

- New to the process
- IT challenges
  - City Of Ames
  - Iowa State University
  - In house
RFP Process

- Six formal responses
  - January 2012
  - Telephone interviews
- Narrowed down to three
  - Evaluation team
  - Criteria based on strength of technology and price
RFP Outcome

- NEXTbus was recommended
- Reaffirm GSB commitment
- Board approval
- City Council approval
Challenges and Delays

- Technology
  - Route configuration
  - AT & T vs. Verizon
- Bus Stop signage
- Website redesign
More Delays

- AT & T to Verizon switch
- New process
- More data
- Extra buses
- Website
Launch

- Bus stop signs
  - Three two person teams
  - Snow storm
  - 85% of the 425+ done first day
  - Finished over next two days
- February 2013

Anticipated Launch Fall 2012; now Spring 2013
Lessons Learned

- Sole Source
  - Take time
  - Communicate
    - Understand the risks
    - Full commitment
- Trust the process - you can do this
- Be open and flexible
Best Practices

- Method and/or technique
- Pattern of thinking
- Sharing ideas
- THINK