

SHARED RIDE AND LIMOUSINE SERVICE CONCESSION AT FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
RFP NUMBER NO. 2018-06-05-0-AV-03 MATRIX 1 of 1

Evaluation Criteria Graded Items	YELLOW AIRPORT LIMOUSINE SERVICE Operates under the name of GO AIRPORT SHUTTLE & EXECUTIVE CAR SERVICE	AMERICA SHUTTLE, INC. d/b/a SUPERSHUTTLE
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	Company Profile	GO AIRPORT SHUTTLE & EXECUTIVE CAR SERVICE	SUPERSHUTTLE
1.	<p>Company's Profile & Performance: The focus is the past performance of the company at other airports or similar types of operation that will be operating the concession. Higher scores will be awarded for performance that is current, relevant and closely related to the scope of service outlined in this RFP.</p>	<p>Yellow Airport Limousine Service, a Joint Venture between Tri County Transportation, Inc., and All Broward Services, Inc., has been the shared ride and private car concession operator at the Fort Lauderdale – Hollywood International Airport since 1986.”</p> <p>For verbatim transcript reference Respondent binder, tab 1, page 16.</p> <p>Staff comments: Respondent did not explain experience for each of the bullet points in the Scope of Service.</p>	<p>SuperShuttle has been in operation for at least the past six (6) and a half years, operating a shared-ride and limousine service concession at Miami International Airport (MIA) - one of the largest US HUB airports in the United States, and has independently operated similar type operations with equal size and operating characteristics as well as through affiliated entities.”</p> <p>For verbatim transcript reference Respondent binder, tab 18.</p> <p>Staff comments: Respondent did not explain experience for each of the bullet points in the Scope of Service.</p>
2.	<p>Management Qualifications, Experience & References: The focus is on the overall experience of the concession manager and supervisory team that will be operating the concession at FLL. Higher scores will be awarded for managers and supervisors that have previous experience operating a twenty-four (24) hours per day, seven (7) days per week shared ride and/or limousine operation at a large transportation facility.</p>	<p>For verbatim transcript reference Respondent binder, tab 1, page 17 and 18.</p>	<p>For verbatim transcript reference Respondent binder, tab 19 and red tab “II”.</p>
3.	<p>Proposed Operation Plan: The focus is on quality control measures, level of service, management of drivers (employee, franchisee, and contractor) fare structure, proposed types/mix of vehicles and procedures to meet Americans with Disabilities Act (ADA) needs. Higher scores will be awarded for a detailed operational plan which is specific to the proposed operation at FLL and meet the scope</p>	<p>Staff took information from Respondents Management and Operation Plan.</p> <p>Some of the items Vendor listed: Staff awards, approach to management of shared ride and limousine transportation at FLL, management structure, maintenance facility, complaint resolution, Airport Operations mythology, fleet replacement plan.</p> <p>For verbatim transcript reference Respondent binder, tab 1, pages 18 – 45.</p>	<p>Some of the items Vendor listed; quality control and management structure, proposed hiring practices, performance management, dress code, proposed management control and conduct of drivers and other staff at the Airport.</p> <p>For verbatim transcript reference Respondent binder, yellow tab “III”.</p>

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of services for this RFP. The proposed operational plan must address how the concession will be operated at FLL.		
4. Additional Monetary Compensation and/or In Kind Services: Additional monetary compensation and/or in kind services.	<p>Respondent reported “The Shared Ride system at the airport provides the most cost-effective form of transportation for deplaning passengers. Unfortunately, with increased pressure from illegal operators and TNC’s, the concession is marginally profitable, if at all. The Shared Ride and On-Demand Limousine Concessionaire is the only ground transportation provider operating at the airport required by contract to meet each flight. In addition, it is the only ground transportation provider operating at the airport that has a contractual obligation to provide service within a set time. As a result, the successful proposer will provide personnel that will staff locations to coordinate shared rides for passengers seeking a low-cost, efficient means reaching their ultimate destination... GO AIRPORT SHUTTLE & EXECUTIVE CAR SERVICE believes that its obligations as the concessionaire provide significant value added to the airport.”</p> <p>For verbatim transcript reference Respondent binder, tab 1, page 31.</p>	<p>Respondent reported “In addition to the established Privilege Fees of \$4.50 Per Trip for the right to operate the Shared Ride Concession, SuperShuttle proposes \$0.50 Per Trip, for a total of \$5.00 Per Trip paid to Broward County as an Additional Monetary Compensation. Furthermore, aside from this Additional Monetary Compensation being offered to Broward County, SuperShuttle has expressed that as a Franchisee to SuperShuttle International, our Company enjoys a myriad of benefits that will inherently serve as an advantage for Broward County, FLL, and its patrons. The most obvious benefit is the internationally known brand...SuperShuttle sales, marketing and advertising program will promote the company as a professional extension to airline travel.”</p> <p>For verbatim transcript reference Respondent binder, green tab “V”.</p>
5. Management and Operation Plan - Describe how the continuous quality improvement review process is conducted and with what frequency, the methodology used, and how the findings are incorporated in the overall operation of the concession. Submit examples of the Proposer’s quality assurance policies and procedures. The Management and Operating Plan must explain all items required by the Draft Agreement in detail, including, but not limited to, demonstrate	<p>For verbatim transcript reference Respondent binder, tab 1, pages 18-35.</p>	<p>For verbatim transcript reference Respondent binder, blue tab “VI”.</p>

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<p>how all policies and procedures will be applied uniformly, driver and staff disciplinary policy and procedures, customer service, emergency preparedness procedures to include hurricane procedures and incident and safety management, training, how Proposer will respond to disruptions to operations with organized teams, operational business resumption and contingency plans to maintain essential business services during an included or emergency.</p>		