



Request for Proposals

Moab–Arches Shuttle Service

*Operation of a Fare-Free Pilot Visitor Transit System
Connecting Moab and Arches National Park*

Issued By	Grand County, Utah
Solicitation	Moab–Arches Shuttle Service — Pilot Operations (Season 1)
Procurement Portal	Bonfire — all questions, addenda, and proposals submitted through Bonfire
Issue Date	Monday, June 22, 2026
Proposals Due	Thursday, July 2, 2026, 2:00 PM Mountain Time
Anticipated Award	Wednesday, July 8, 2026 (Commission action July 7, 2026)
Service Commencement	September 1, 2026
Not-to-Exceed Price	\$2,860,000 (total, Season 1 pilot)

1. Introduction & Project Overview

Grand County, Utah (the “County”) invites proposals from qualified transit operators (each, a “Proposer”) to operate a fare-free shuttle service connecting Moab and Arches National Park (the “Service”). The Service is delivered under a Cooperative Management Agreement (the “CMA”) between Grand County and the National Park Service (“NPS”). Grand County is the Owner of the project and the contracting party; the selected operator (the “Operator”) delivers the Service under contract to the County.

This is a structured pilot. Service hours, routes, headways, and stop locations are expected to be adjusted during the season as the County, NPS, and the Operator evaluate ridership, congestion, parking utilization, and visitor experience. Proposers must price and staff for flexibility, and the contract will provide for collaborative service modification at no penalty within the agreed not-to-exceed amount.

1.1 Purpose of the Service

The Service is intended to deliver the following public benefits:

- **Public safety** — reducing vehicle conflicts, in-park road-side parking, in-town congestion, pedestrian, and other safety hazards near the park entrance and 191 corridor.
- **Visitor experience** — providing reliable, welcoming access to the park’s premier destinations mitigating the challenge of competing for limited parking.
- **Congestion reduction** — easing entrance-station queuing and interior parking congestion during peak visitation.
- **Parking relief** — alleviating chronic parking shortages by reducing car arrivals by introducing shuttles.
- **Foundation for transportation access to Grand County** — establishing the in-park and Moab-area transit spine that will enable a long-term transportation strategy for the region. The Service is designed as the connecting link through which future passenger rail and expanded air travel can deliver visitors into Moab and into Arches without a private vehicle.

2. Background

Arches National Park lies adjacent to Moab in southeastern Utah and protects one of the world’s densest concentrations of natural stone arches. Peak visitation periods produce entrance-station queues, full parking lots, and roadside parking that affect both visitor safety and park resources. The shuttle pilot is a coordinated effort between Grand County and NPS to test shuttle transit as a solution while the parties continue to study impact and visitor-experience over a pilot test season.

The one-year shuttle pilot will be a coordinated effort between GC and ARCH to implement shuttle service in the park, connecting Moab to key park sites. ARCH and GC agree to pilot a one-year shuttle service while continuing to study financial viability and impacts on the visitor experience.

3. Scope of Service

3.1 Service Architecture

The Service operates on a route centered on the Arches Visitor Center (“Arches VC”), which functions as the primary transfer hub. Two connected route segments operate:

- **Moab Route** — connects designated stops within Moab (two to three stops) to the Arches VC transfer hub.
- **Arches (In-Park) Route** — operates from the Arches VC hub to the Delicate Arch Trailhead (Wolfe Ranch parking), the Windows Viewpoint, and returns to the Arches VC. Panorama Point serves as an optional overflow parking and flag stop when parking at Delicate Arch or the Windows reaches capacity.

Visitors traveling from Moab disembark at the Arches VC and transfer to in-park shuttles serving the Windows and Wolfe Ranch (Delicate Arch), returning to the VC to board the Moab Route home. The route configuration is shown below; final stop placement and headways will be confirmed during mobilization and may be adjusted during the pilot in coordination with GC and the NPS.

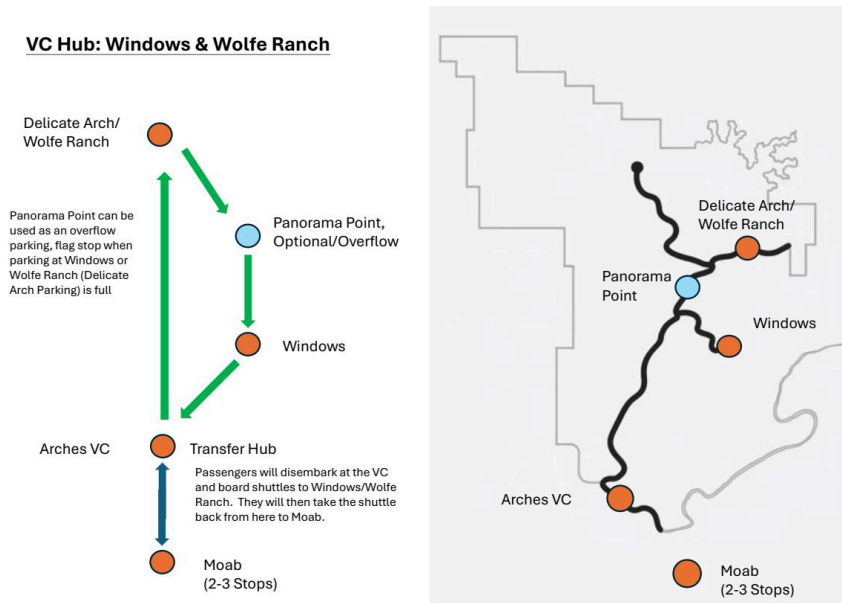


Figure 1. Route Configuration. Arches VC serves as the transfer hub; Panorama Point is an optional overflow stop.

3.2 Operating Parameters

The following parameters are the planning baseline for Season 1. They are subject to adjustment by mutual agreement with GC, the NPS, and Operator during the pilot. Proposers must price on a per-vehicle, per-revenue-hour basis (see Section 6) so that service levels can be adjusted without renegotiating unit rates.

Parameter	Season 1 Baseline
Operating season	Approximately six months (Sep 1–Oct 31, 2026 and Mar 1–Jun 30, 2027), as set in the Work Plan and adjustable by the parties.
Days of service	Seven (7) days per week.
Hours of service	8:00 AM–5:00 PM (service available at every stop in the operating sequence within these hours).
Fares	Fare-free to all visitors. The Operator collects no fares.
Moab Route headway	30 minutes; adjustable during the pilot.
In-Park Route headway	15 minutes to the Windows and Wolfe Ranch; adjustable during the pilot.
Fleet & staffing	Cutaways, support vehicles, and staff, as determined by the Operator, to meet the service levels above, subject to the requirements of this RFP.
NPS Protocols	Operator checks and validates that all passengers boarding the shuttles have a valid park entry pass, in accordance with NPS protocols. Operator

Parameter	Season 1 Baseline
	maintains communication with NPS dispatch and coordinates with on-site parking lot Transportation Liaisons (“TLs”) to ensure the shuttle operates efficiently and on time, maximizing the rider experience while not interfering with park guests arriving by vehicle.

3.3 Operator Responsibilities

The Operator shall, at its sole cost and as reflected in its proposed rates, provide a turnkey operation including:

- All transit vehicles, including acquisition or lease, registration, fueling, and servicing for the full operating season.
- Qualified drivers and mechanics, hired and employed by the Operator, consistent with federal labor requirements.
- Facilities for staging, storing, and maintaining the vehicle fleet. The County and NPS do not provide vehicle storage or maintenance facilities.
- Launch branding and marketing including vehicle wraps, schedules, printed and digital informational materials and marketing support.
- Dispatching, supervision, and day-to-day operational management.
- Maintaining communication with NPS dispatch and TLs to ensure the shuttle operates efficiently and on time, maximizing the rider experience while not interfering with park guests arriving by vehicle.
- Data capture for each vehicle, including but not limited to vehicle miles traveled, boarding/alightings, customer ratings, on-time performance, and provide monthly reports on all analytics captured to NPS and GC.
- Daily cleaning, preventive maintenance, and a fleet-management maintenance record system meeting the Transportation standards in Appendix A.
- All required insurance, drug-and-alcohol testing, driver qualification, and reporting as set out in Appendix A.
- Non-scheduled trips for special events at NPS request, when feasible, coordinated through the County.

3.4 Accessibility

All vehicles and service must fully comply with the accessibility requirements of applicable federal law, including the Americans with Disabilities Act of 1990, as amended (ADA), U.S. DOT ADA regulations (49 CFR Parts 37 and 38), and the Architectural Barriers Act, where applicable.

4. Technical & Equipment Requirements

In addition to the operational requirements above, the following are mandatory and must be reflected in the Proposer’s technical approach and pricing:

- **Connectivity.** Each vehicle shall be equipped with satellite-based broadband (e.g., Starlink or equivalent low-earth-orbit service) to maintain real-time vehicle tracking, dispatch communication, and passenger connectivity throughout the route, including areas of limited cellular coverage.
- **Onboard water.** Each vehicle shall be equipped with a potable-water source allowing riders to refill personal water bottles, supporting visitor safety and heat-related health in a desert environment.
- **Rider technology platform.** The Operator shall provide a custom-branded rider application and supporting technology that delivers real-time vehicle location and arrival predictions with visibility to GC and NPS, service alerts, trip planning, information about the services, accessibility information, and rider feedback collection, and that generates the ridership, on-time-performance, and utilization

data required for monthly reporting. The application and all rider-facing technology shall be custom-branded to Grand County's direction.

- **Real-time data & GTFS.** The Operator shall publish schedule and real-time data in General Transit Feed Specification (GTFS / GTFS-Realtime) format suitable for integration into the NPS app, major navigation apps, and the State of Utah "Mighty Five" mobile platform.
- **Vehicle branding & marketing.** Vehicle wraps, branding, logo design, signage, and all marketing materials shall be designed by The Operator and directed by Grand County. The Operator shall provide vehicles suitable for full wraps and shall produce and install branding to the County's specifications and approval.

5. Value-Added Services

Proposers are invited — but not required — to offer value-added services beyond the core operation. Such offerings will earn additional points in evaluation (see Section 8). Value-added services may include, but are not limited to:

- Funding procurement support, including assistance assembling federal, state, and local funding packages to sustain and expand the service.
- Marketing, communications, and creative/design support to advance ridership and public awareness, executed under the County's brand direction.
- Transportation-engineering resources, tools, planning, and service-optimization capacity to design, simulate, and rapidly implement service improvements throughout the pilot to maximize service and learning within the narrow pilot window.
- Experience and tools supporting regional transportation integration (e.g., connections to future rail or expanded air access and existing local transportation).
- Ability to install bike racks on vehicles for additional cost.

Proposers should describe the specific value-added capabilities they would commit to this project, the staffing behind them, and any associated cost (including services offered at no additional charge).

6. Transportation Liaison Services (Future Procurement)

Visitor-facing staff known as Transportation Liaisons ("TLs") support safe, orderly operations in the high-density parking areas served by the Service. TLs provide visitor information and help manage congestion at high-traffic zones during peak periods, as needed based on visitation levels. TL deployment is directed by collaboration between the County and NPS, and supervisors may reassign TLs among parking areas as conditions warrant.

TLs serve only an informational and coordination role. Equipped with an NPS two-way radio, they act as a conduit to NPS for visitors reporting emergencies. TLs are not authorized to stop, detain, or physically engage any motorist. Where a motorist is non-compliant, the TL reports the vehicle and driver description to NPS Law Enforcement through dispatch, and NPS Law Enforcement responds, but the TL does not engage. TLs do not investigate accidents, assign fault, or advise involved parties; any accident involving potential injury, or damage to visitor property, government property, or natural resources, is reported to NPS Law Enforcement immediately.

6.1 Relationship to This Procurement

TL provision and management are not procured under this RFP. The County anticipates a separate future solicitation for the provision and management of TL services. This section is provided to help Proposers

understand how TL services relate to shuttle operations and allow Proposers to express interest in the anticipated procurement.

Under this Service, the Operator coordinates with on-site TLs to relay field conditions, parking status, and timing so that the shuttle operates efficiently and on time, maximizing the rider experience without interfering with park guests arriving by vehicle. This coordination responsibility applies regardless of which entity may ultimately be awarded TL services.

6.2 Expression of Interest & Preference

Proposers are invited to indicate in their proposal whether they would be interested in bidding on an anticipated future TL procurement. Proposers responding to this Moab-Arches Shuttle Service RFP will be given preference and awarded additional points in a future TL services RFP. Expressing interest is optional, is not a commitment, and does not affect responsiveness; the future TL procurement, if issued, will be conducted under its own terms.

A statement of interest under this section is informational only and confers no right to award of any future TL contract.

7. Pricing

7.1 Not-to-Exceed Amount

The total price for Season 1 of the pilot shall not exceed \$2,860,000, inclusive of all vehicles, labor, fuel, maintenance, facilities, technology, branding production and installation, marketing materials, insurance, and all other costs of delivering the Service. Proposals exceeding this amount will be deemed non-responsive.

7.2 Fleet Composition

The Proposer will specify the number and vehicle capacity to be provided to deliver the Service as scoped in this document.

7.3 One-time Upfront Cost

The proposer will itemize one-time upfront costs that will not be ongoing operating expenses in the Year 1 pilot. The one-time upfront costs should exclude vehicle acquisition costs, which should be included in ongoing operational costs, as well as the per-vehicle hourly rate.

7.4 Ongoing Operational Cost

The Proposer will provide a total amount for ongoing operational costs that includes all costs **except** those categorized as one-time upfront costs for the length of the Pilot.

7.5 Per-Vehicle Hourly Rate

Because the pilot will adjust service hours, routes, and headways during the season, the Proposer shall provide a per-vehicle hourly rate for operations exclusive of one-time upfront costs. The County will use this rate to make adjustments to the service during the pilot.

7.6 Invoicing

Invoices shall be submitted monthly and shall itemize service performed by hour and part-hour, applicable rates, and any separately authorized expenses, consistent with the invoicing requirements in Appendix A. Invoices shall not exceed amounts identified in the Work Plan unless previously agreed by the parties.

8. Proposal Requirements & Submission

8.1 Format & Page Limit

Proposals shall be submitted through Bonfire and are limited to twenty (20) pages, inclusive of everything — cover, narrative, resumes, appendices, and attachments. Use 11-point or larger type and standard letter-size pages.

8.2 Required Content

Proposals shall include, in order:

1. Cover letter and authorized signatory.
2. Firm profile and qualifications, including relevant transit-operations experience.
3. Gateway / tourism community experience. A description of the Proposer's experience operating in gateway or tourism communities, with particular emphasis on experience in the State of Utah. This is a weighted evaluation factor (see Section 8).
4. Technical & operational approach, addressing fleet, staffing, facilities, maintenance, safety, accessibility, and the technical/equipment requirements in Section 4.
5. Mobilization plan and schedule demonstrating readiness to commence service on September 1, 2026.
6. Branding, marketing, and launch materials approach including vehicle wraps, schedules, informational, and marketing materials.
7. Service-flexibility approach describing how the Proposer will support iterative adjustments to hours, routes, and headways during the pilot.
8. Value-added services offered (Section 5).
9. Pricing (Section 6), including the fleet composition, total cost for pilot, one-time upfront costs, ongoing operational costs, and per-vehicle per hourly rate.
10. Key personnel and references.
11. Statement of interest or non-interest in submitting a proposal for a future TL procurement.

8.3 Questions & Addenda

All questions shall be submitted through Bonfire and may be submitted at any time during the open solicitation period. Answers and any addenda will be posted on Bonfire and are deemed received by all Proposers. Proposers are responsible for monitoring Bonfire for addenda. No oral interpretation shall be binding.

8. Evaluation & Selection

Proposals will be evaluated by the County Commission against the criteria below. The Commission Working Group will develop a recommendation for award to the Grand County Commission. Award is contingent on Commission action and on execution of a contract consistent with the CMA.

Criterion	Weight
Firm qualifications and transit operations experience including gateway / tourism community transportation experience and experience in Moab and Utah	20
Technical & operational approach (fleet, staffing, facilities, technology, maintenance, safety, accessibility, and marketing)	30
Mobilization readiness for September 1, 2026 service start date	15
Service flexibility and pilot support	10
Value-added services (Section 5) — additional points	10

Criterion	Weight
Price and pricing structure (per-vehicle revenue-hour rate; value within the not-to-exceed amount)	15

The County reserves the right to award based on initial proposals, to request clarifications or interviews, to reject any or all proposals, to waive informalities, and to cancel or reissue this RFP, consistent with applicable law and County procurement policy.

9. Procurement Schedule

Milestone	Date
RFP published on Bonfire	Monday, June 22, 2026
Questions accepted via Bonfire (answers posted on Bonfire)	Open through the solicitation period
Proposals due	Thursday, July 2, 2026, 2:00 PM MT
Proposal review & recommendation to the Commission	July 2 – July 6, 2026
Grand County Commission vote	Tuesday, July 7, 2026
Notice of award	Wednesday, July 8, 2026
Service start date	Tuesday, September 1, 2026

10. Contract & Compliance

The resulting contract will be administered by Grand County. The Operator's obligations and liabilities mirror, and are subordinate to, the CMA between Grand County and NPS. By submitting a proposal, the Proposer acknowledges and agrees to the contractual terms summarized in Appendix A. Failure to acknowledge these terms or to submit the required certifications may render a proposal non-responsive.

Where a term in Appendix A conflicts with the body of this RFP, the more stringent requirement governs. Where any term conflicts with the executed CMA, the CMA governs.

APPENDIX A

Contractual Terms & Obligations the Proposer Agrees To

The following terms are derived from the Cooperative Management Agreement between Grand County and the National Park Service and from applicable federal transit requirements. By submitting a proposal, the Proposer agrees that, if awarded, it will comply with these terms. A proposal that takes exception to a mandatory term must state the exception clearly; unstated exceptions are waived. Acknowledging these terms ensures a bid is not later invalidated for non-conformance.

A-1 Insurance (minimum coverage)

The Operator shall obtain and maintain, at its sole cost, for the term of the contract, at least the following coverage. All liability policies shall name the United States of America as an additional insured, shall waive subrogation against the United States, and shall provide thirty (30) days' advance written notice of cancellation or material change. A Certificate of Insurance shall be provided at contract execution and annually thereafter.

Coverage	Minimum Limit
Workers' compensation & employer liability	Statutory limits
Commercial general liability	\$1,000,000 per occurrence / \$2,000,000 aggregate
Automobile liability	\$5,000,000 combined single limit

A-2 Indemnification & Liability

- The Operator assumes liability for and shall save, hold harmless, defend, and indemnify the United States, its agents, and employees against all claims, losses, damages, and expenses (including attorneys' fees) for bodily injury, death, or property damage arising out of the Operator's activities under the contract, and against claims of intellectual-property infringement or misappropriation. This obligation survives termination or expiration.
- The Operator is liable to the extent provided by law for damage, injury, or death caused by the negligent or wrongful acts or omissions of its employees acting within the scope of employment.

A-3 Driver & Employee Requirements

- Drug- and alcohol-testing program compliant with FTA policy (49 CFR Part 655), including pre-employment, random, post-accident, and reasonable-suspicion testing. Drivers or safety-sensitive employees found under the influence shall be removed immediately and may not be rehired in such roles for five (5) years.
- Drivers shall hold the appropriate class of license with passenger endorsement and a current U.S. DOT physical card while operating.
- Motor-vehicle records shall be reviewed; applicants with a DUI/DWI/implied-consent conviction within five (5) years shall be rejected.
- Drivers shall hold current Basic First Aid and CPR certification (copies to NPS on request).
- The Operator shall provide driver training (standards of conduct, vehicle qualification, pre-/post-trip inspections, guest safety, defensive driving, accident procedures) and hold regular driver safety meetings.

A-4 Vehicle, Fleet & Maintenance Standards

- Maintain an industry-standard fleet-management maintenance record system tracking make/model/year, VIN, license, preventive-maintenance reports, and component change-outs; retain records for three (3) years after contract end.
- Clean each vehicle before daily departure (interior and full exterior) using environmentally non-harmful products.

- Repair interior damage within seven (7) days; immediately remove from service any vehicle with a safety hazard.
- Implement a written safety-inspection and quality-control program; permit NPS inspection of vehicles operating within the park.
- Provide all vehicles, drivers, dispatching, and facilities for staging, storage, and maintenance. Vehicles shall meet ADA accessibility requirements (49 CFR Parts 37 & 38).

A-5 Reporting & Data

- Provide a management listing of key personnel within thirty (30) days of contract execution and within ten (10) days of significant changes.
- Immediately report incidents (fatalities, injuries, property damage over \$500, collisions, fires, resource impacts, suspected legal violations) to NPS dispatch and provide written reports as directed by NPS.
- Promptly report human communicable illnesses and hazardous-substance spills.
- Maintain automated passenger-counter data (boardings/alightings per stop) for the entire season and provide it in tabular form on request.
- Submit a monthly operational performance report by the 15th for the prior month, including ridership by route, vehicles and seats per route, and utilization metrics; submit monthly fueling and maintenance data.
- Provide Certificates of Insurance initially and annually; provide approved survey and visitor-response data within fourteen (14) days of receipt. All visitor surveys require prior NPS approval.

A-6 Labor Standards

- Comply with the Service Contract Labor Standards (Service Contract Act of 1965, as amended; 41 U.S.C. § 351 et seq.; 29 CFR Part 4), including applicable wage determinations and fringe-benefit requirements.
- Comply with the Contract Work Hours and Safety Standards Act for overtime, where applicable.
- Comply with OSHA general requirements (29 CFR § 1910).

A-7 Records, Audit & Property

- Retain all contract records for three (3) years after expiration or termination (longer if litigation is pending), under GAAP, and permit audit by the United States, the Comptroller General, the NPS Comptroller, and the DOI Office of Inspector General.
- Government property remains titled to the United States; the Operator bears risk of loss for property in its custody as provided in the CMA.

A-8 Federal Transit (FTA) Clauses

To the extent federal transit assistance supports the Service, the Operator agrees to comply with the standard FTA third-party clauses, including: Access to Records and Reports; ADA; Byrd Anti-Lobbying Amendment; Charter Service; Civil Rights / EEO; Clean Air Act and Federal Water Pollution Control Act; Contract Work Hours and Safety Standards; Debarment and Suspension; Disadvantaged Business Enterprise (DBE); Energy Conservation; Federal Changes; Incorporation of FTA Terms; No Government Obligation to Third Parties; Notification to FTA; Prompt Payment (subcontractors paid within 30 days); Procurement of Recovered Materials; Program Fraud; Public Transportation Employee Protective Arrangements (49 U.S.C. § 5333(b)); Safe Operation of Motor Vehicles (seat belt / distracted driving); School Bus Operations; Substance Abuse Requirements; and Termination. In the event of a conflict between an FTA clause and any other contract term, the more stringent text prevails.

A-9 Compliance, Non-Discrimination & Public Information

- Conduct all activities without discrimination consistent with Title VI of the Civil Rights Act, Section 504 of the Rehabilitation Act, the Age Discrimination Act, the ADA, and 49 U.S.C. § 5332, and

comply with the certification regarding programs that violate applicable federal anti-discrimination laws as required by the CMA (subject to County legal review).

- Comply with the lobbying prohibition (18 U.S.C. § 1913) and file the Byrd certification.
- Obtain prior NPS approval for public releases referring to the Department of the Interior, NPS, or employees, and include the required disclaimer on published materials. Neither party's marks may be used without prior written consent.

A-10 Term, Modification & Termination

The contract mirrors the one-year term and the modification/termination structure of the CMA. Material breach is subject to a Notice to Cure (at least 30 days) before termination for cause.

A-11 Additional Requirements from the Cooperative Management Agreement

The Operator recognizes that Grand County and the National Park Service have reached an agreement in principle on the terms of their Cooperative Management Agreement and are in the process of finalizing the agreement. The Operator further acknowledges that provisions of the Work Plan emphasize flexibility and collaboration to successfully implement the pilot shuttle system. To the extent an obligation affecting the Operator is included in the finalized Cooperative Management Agreement but is not explicitly reflected in the Request for Proposals, the Operator agrees to work in good faith with Grand County and the National Park Service, as necessary, to implement reasonable changes in support of the shuttle pilot.