



ALEXANDRIA TRANSIT COMPANY (DASH)
REQUEST FOR PROPOSALS (RFP)
RFP NO. 19-01
DASH MOBILE TICKETING PILOT PROGRAM



RFP Issued: February 14, 2019

Updated: March 1, 2019

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Procurement Schedule

RFP Issued	February 14, 2019
Submission of Written Questions	February 27, 2019 at 12:00pm EST
Responses to Written Questions Posted	March 1, 2019
Proposals Due (Proposal Closing Date)	March 6, 2019 at 5:00pm EST
Notice of Intent to Award	March 15, 2019
Mobile Ticketing Launch Date	May 1, 2019*

** Note – Above launch date has been designated to ensure that mobile ticketing will be available during the Summer 2019 Metrorail Shutdown, which begins on May 25, 2019 and ends on September 2, 2019. During this period, customers will not be able to access Metrorail Station TVM's to add value and purchase fare products.*

Part I: Background and Goals

A. Project Background

The Alexandria Transit Company (DASH) is a public transit agency in Alexandria, Virginia. DASH currently serves 12,000 daily customers on a fleet of approximately 90 buses. It operates in a highly diverse environment, running both local and commuter services in both urban and suburban environments.

Over the last year, DASH has been working with the Northern Virginia Transportation Commission (NVTC), NVTC consultants, and partner agency staff to strategize for the eventual deployment of a regional mobile ticketing platform. This collaboration led to the development of the [2018 NVTC Fare Collection Strategic Plan](#), which envisions one regional mobile app that will allow for a seamless customer experience across all local transit providers. As a first step towards this possible regional platform, DASH is proposing to implement a mobile ticketing pilot program to demonstrate the viability of such a product for this region. If the one-year pilot is successful, DASH plans to extend the program as a permanent option for fare payment.

B. Project Goals

The goals of the proposed mobile ticketing pilot are as follows:

1. Increased Passenger Convenience through a comprehensive Mobile Ticketing App.
2. Improved Provision of Real-Time Information to Passengers via Mobile Ticketing App.
3. Increased Flexibility and Customization of DASH Fare Products.
4. Demonstration of Costs and Benefits of Potential Regional Mobile Ticketing App/Platform.
5. Significant Adoption of Mobile Ticketing App (>5 Percent of Total Boardings).
6. Mitigation of Adverse Impact of Summer 2019 Metrorail Station Closures.

Part II: Scope of Work

The project scope includes the following product specifications. These items are also included in the “Evaluation Matrix” included as Attachments B and C, which shall be completed by each vendor to accurately reflect the current and future features and capabilities of their product.

DASH is not anticipating that vendors will be able to fulfill all of the following requirements by the proposed pilot launch date, but is seeking to understand which specifications would be incorporated at that time, which items are part of the near-term road map, and which are not planned or not possible for each vendor’s platform.

A. General System Requirements

1. The Vendor shall provide a Mobile Ticketing System (‘System’) that consists of a Mobile Ticketing Application (‘App’), a system administration website (‘Admin Website’), and all backend systems, services, and communications to support the functionality described as part of the requirements.
2. The Vendor shall manage the certification, release and maintenance of the mobile ticketing applications on each operating system’s respective application store;
3. The System shall have the ability to handle high volume of customers downloading or using the app at any given time. This would include special events. Vendor must specify if there are any limitations on simultaneous app access;
4. The System and all user-facing components shall meet all current ADA guidelines for web and mobile accessibility, including built-in features on customer devices;
5. The System shall allow offline usage of the app when devices are not connected to a network, including offline activation for tickets on the device;
6. All payment processing and data storage for the System shall be Payment Card Industry Data Security Standard (PCI DSS) compliant;
7. The Vendor shall monitor the system for security threats and notify the Agency immediately in the event of suspected breach of customer or agency data;
8. The System shall support any new OS version within 5 weeks of release; and
9. The System shall provide back-end metrics, performance monitoring and reporting tools.
10. The System shall be able to store tickets on the cloud and on device to ensure validation in offline mode; and
11. The System shall allow account or payment information to be stored in customer account for future purchases.

B. Basic Regional Integration Requirements

1. The System shall accommodate future regional integration so that additional transit providers can join the same platform with consistent user experience. Trip planning and real-time information from additional agencies shall be seamlessly incorporated. App shall also support transfers/farecapping between participating agencies and handle basic revenue distribution.
2. The App shall be able to handle a bifurcated “parent-and child” branding, where the app as a whole is branded for the region, but the various agencies represented in it are clearly demarcated as independent entities. This includes the ability to provide customer service information for multiple agencies as well as push notifications specific to individual agencies in the app.
3. The App shall be able to sell and support use of different agency and regional fare products, including transfers, and provide revenue distribution and accounting across multiple participating agencies in the region based on logic/rules agreed by the agencies and mobile ticket usage.

C. Basic App Functionality

1. The App shall be capable of operating on at least the most recent current released versions of Google's Android and Apple's iOS operating systems at the time of deployment;
2. The App shall be backward compatible with at a minimum, the most current and previous two major released versions of the Android and iOS operating systems at any time;
3. The App shall provide a simple, fast, and user-friendly interface for creating customer accounts, entering payment information, purchasing and activating a ticket;
4. The App shall allow users to purchase single and multiple ride tickets and other periodic passes, including base DASH fare, off-peak senior fare discount, and monthly DASH Pass;
5. The System shall be capable of supporting both calendar-based passes (e.g. a calendar month for the DASH pass) and rolling passes (e.g. good for a specific number of days following activation);
6. The App shall allow users to purchase a ticket without creating an account;
7. The App shall support multiple payment options including credit cards, debit cards, pre-paid debit cards, mobile payment options like Apple Pay, Google Pay and PayPal;
8. The App shall allow users to purchase a single or multiple tickets in a single transaction;
9. Users shall be able to split payment of a single transaction between multiple payment options;

10. The App shall clearly indicate to the user the status of their tickets and fare products, whether purchased, activated or expired;

D. Validation

1. The App shall require users to activate tickets or fare products prior to usage. Ticket validity will be based on fare product duration and other agency defined rules;
2. The App shall be designed to enable quick and easy visual inspection by the agencies' personnel to determine ticket validity;
3. The App shall enable users to easily and clearly indicate recently activated products in a proof-of-payment environment;
4. The App and fare products shall be designed with security features to enable security of accounts and avoid fare evasion;
5. The App shall provide features to help users identify expired tickets;
6. The App shall provide the capability to have multiple tickets simultaneously active (e.g. for a user traveling with family/friends) and enable fare inspectors to visually inspect each active ticket;
7. The System shall support future transition to onboard electronic validation (NFC, Bluetooth, QR Code) with mobile or fixed fare validation devices within 18 months of pilot start date. Future electronic validation will support free/discounted transfers with participating agencies and origin-destination data reporting; and
8. The Vendor's System roadmap shall include the implementation of "contactless" payment within 24 months of pilot start date.

E. Fare Products

1. The Agency shall be able to add or remove fare products within 2 weeks;
2. The Agency shall be able to manage/restrict access to fare products for certain users based on eligibility rules set by the agency;
3. The Agency shall be able to configure discounted and special fares to selected users like Senior/Disabled/Medicare (SDM), students or youth products;
4. The System shall provide features to ensure accountability and protection against fare evasion by non-qualified customers;

5. The System shall support event specific promotional fares to be added to the ticket offering;
6. The System shall provide features to support discounts on fares offered by businesses;
7. The System shall provide capability to sell tickets bundled with third-party event passes; and
8. The App fare products shall be presented using agency-specific branding.

F. Trip Planning

1. The App shall provide the ability to plan a transit trip and purchase corresponding fare products; and
2. The System shall be capable of importing the Agency's GTFS schedule data.
3. The System shall include a service to regularly import the Agency's GTFS-realtime trip updates, vehicle positions, and service alerts data feeds. The service shall import the data at least every 15 seconds.
4. The App shall be able to provide real-time updates on arrival/departure times based on DASH's GTFS and GTFS-realtime feeds and the user's current location. Note that DASH will be pursuing a separate GTFS-realtime feed deployment, which may not be active by pilot start date.

G. Administration

1. The Admin Website shall enable the Agency to manage the System, including user account management, fare product management, report management, and system monitoring;
2. The Vendor shall handle financial reconciliation and provide summary and detailed reports supporting sales and usage data;
3. The System shall provide ability for agency to push notices, surveys, alerts and advisories to users. It is preferred if these notifications can be pulled from the agency's GTFS-realtime service alerts feed or API;
4. The Vendor shall provide an interface to both raw and summary transaction data for financial reconciliation;
5. The System data must reconcile to the settled amount within 99.99% accuracy;
6. The Admin Website shall provide web-based functionality shall be provided to support financial reporting;
7. The Admin Website shall provide reports on transaction, usage and settlement data. These reports shall be made available online for retrieval, review, printing and exporting in Excel, CSV

and PDF formats;

8. The Admin Website reports shall be accessible to agencies at all times;
9. The Admin Website shall provide for monitoring real-time ticket sales and activations;
10. The sales and usage reports shall include the following data:
 - a. Sales amount paid by the customer
 - b. Sales amount to be rendered to agency
 - c. Fare product purchased, including variants
 - d. Unique ID for instance of each product
 - e. Date and time of purchase
 - f. Location of purchase, if possible
 - g. Unique ID transaction
 - h. Usage or activation reports including activation locations where possible
11. The System's database and data archives shall provide a scalable architecture to allow expansion to include multiple agencies in the region with separation of administration, reporting and access to customer data by agency.

H. Customer Service

1. The System shall allow authorized users to view customer usage history;
2. The System shall provide authorized users with access to customer transaction records for troubleshooting, problem identification and resolution, account information updates and fare product purchases, transfers and cancellations;
3. The System shall allow authorized users to issue courtesy tickets to provide ride reimbursement as a goodwill gesture to resolve a problem;
4. The System shall allow authorized users to reverse customer purchases and offer refunds;
5. Customers shall be able to move tickets to a new device, with the system invalidating the corresponding tickets on old devices; and
6. The App shall provide the ability to collect and report customer feedback – both compliments and complaints – in a user-friendly manner including specific details on journey experience, and customer feedback on the mobile ticketing application.
7. The Vendor shall have the ability to provide technical support for issues that agency staff are not authorized or able to handle.
8. If the vendor is proposing to provide end-user support themselves, we request they:
 - List the number of staff members they employ for end-user support;

- •List the names of any contractors they use for end-user support, as well as the number of support staff they have contracted to have;
- •Provide a statement on why their model will meet DASH’s needs, including explaining how they will handle the inevitable customer calls dealing with non-mobile ticketing questions (e.g., bus arrival times, service complaints, etc).

I. Regional Transit Benefits

1. The System shall enable the Agency to provide discounts or funds under a commuter benefits program;
2. The System shall have potential to integrate with WMATA’s SmartBenefits program to receive monthly fund allocation for enrolled customers within the next 6-18 months, where such funds are managed separately from other fund sources with specific business rules due to tax implications;
3. The System shall only allow a monthly fund allocation to purchase tickets starting at midnight on the first day of the month they are allocated for until midnight on the first day of the next month; and
4. The System shall return refunds for tickets purchased with SmartBenefits funds back to the monthly fund.

J. Customer Website

1. The System shall include hosting of a customer-facing website to enable:
 - a. Account registration
 - b. Transfer tickets to a new mobile device
 - c. Payment credential registration
 - d. Transfer inactivated tickets to new mobile devices
 - e. Buy tickets and products
 - f. Review payment usage history
 - g. Provide customer feedback

K. Cash Payment

1. The System shall support direct use by cash-only customers; OR
2. The Vendor shall provide retail partnerships to support cash customers.
3. If above items are not included, the Vendor shall accept pre-paid debit cards for all transactions.

L. Institutional Partner Functionality

1. The System shall enable Agency-designated institutional partners (e.g. high schools, colleges, social service organizations) to manage the provision of electronic fare products to select user accounts;
2. The Vendor shall describe the ability of the system's Institutional Partner functionality, including:
 - a. Institutional Partner self-service capability and user experience with fare product management, reporting, and invoicing.
 - b. Agency self-service capabilities and user experience with for managing the Institutional Partners, including ongoing partner management, reporting, invoicing, and analytics.

M. Mobility-as-a-Service (MaaS) Functionality

1. The System shall be designed to facilitate future transition to a MaaS platform, with provision of real-time bikeshare, scooter share, and parking, within 12-24 months of pilot start date.
2. The System shall be able to incorporate mobility-on-demand services (e.g. microtransit, and demand response) into its MaaS platform.

N. Marketing / Advertising

1. The Vendor will actively support an extensive, multi-faceted marketing campaign throughout the duration of the pilot period designed to maximize customer awareness of the app and increase adoption rate. The campaign will include digital, print, event-based, media outreach, and other non-traditional marketing tactics.

O. Enhanced Regional Requirements

1. In addition to the "Basic Regional Integration Requirements" listed in Section B, Vendor shall demonstrate the capability to develop a regional mobile ticketing solution in the near future. A detailed listing of the "Enhanced Regional Requirements" is provided as Attachment B. These items will be considered during the evaluation process as part of Criterion 2, along with Section II Part B.

Part III: Terms and Conditions

1. This is a firm-fixed unit price Contract.
2. The term of the Contract shall be for an initial period of one year (Base Year) with the option to extend for four additional one-year periods, not to exceed five years. The Base Year will commence on the date set forth in the written Notice to Proceed.
3. The exercise of a Contract option will be at the sole discretion of DASH. The Contract will be extended by DASH under the terms and conditions of the original Contract.
4. A written preliminary notice of DASH's intention to exercise an option will be given approximately thirty days prior to the expiration date of the Base Year and each Option Year period. The preliminary notice does not commit DASH to an extension.
5. The exercise of an option is subject to the availability of funds at the time of the exercise of the option.
6. The Vendor may submit a revised pricing proposal and a request for an escalator based on the Urban Consumer Price Index (CPI). If accepted by DASH, the pricing proposal shall control all work for the forthcoming Contract or Option year. A CPI adjustment will be calculated based on the change from January of each year to January of the next year. Therefore, the adjustment for Option Year 1 will be a percentage change from the January 2019 rate to the January 2020 rate.
7. Such proposal must be received by DASH at least thirty days prior to the expiration of the current Contract year to be considered by DASH. If the revised pricing proposal is received by DASH less than thirty days prior to the expiration of the current Contract year, it shall be DASH's option to consider the new pricing or former pricing for the forthcoming Contract or Option year.
8. All deviations from the scope of work/services, plans, and/or specifications must be authorized in writing by DASH.
9. It is the responsibility of the Vendor to furnish a completed project. The Vendor shall be fully responsible for the satisfactory completion of work required by the Contract documents whether performed by the Vendor or its Subcontractors.
 - a. In the event the Vendor desires to subcontract some part of the work specified herein, the Vendor shall submit with the Proposal a list of the Subcontractors and their qualifications and experience.
 - b. The Vendor shall be responsible for completely supervising and directing the work under this Contract and all Subcontractors that it may utilize, using adequate skill and attention. Subcontractors who perform work under this Contract shall be responsible to the prime Vendor.

- c. The Vendor shall be fully responsible for the acts and omissions of its Subcontractors and of persons employed by the Vendor as it is for the acts and omissions of its own employees.

10. The Vendor shall notify DASH if any of the following occur:

- a. The Vendor or any Subcontractors are served with a notice of violation of any law, regulation, permit, or license which relates to this Contract;
- b. Proceedings are commenced which could lead to revocation of related permits or licenses;
- c. Permits, licenses, or other Government authorizations relating to this Contract are revoked;
- d. Litigation is commenced in which the Vendor is a named party and which also involves as a named party, any SubVendor of the Vendor who is otherwise a provider of indirect services or products under this Contract.

11. The Vendor shall comply with all applicable Federal, State, and Local regulations.

Part IV: General Information, Instructions, and Conditions for Proposers

1. This RFP does not commit DASH to an award, nor to pay costs associated with the preparation and/or submission of any proposal. DASH shall not reimburse any costs incurred by Proposers in responding to this RFP or in competing for Contract award.
2. DASH reserves the right to modify the proposal closing date and/or time. If Proposers have already submitted their proposals to DASH when the proposal closing date and/or time are modified, DASH will afford those Proposers the opportunity to revise or withdraw their proposals.
3. DASH may issue addenda to the RFP. Addenda, if any, will be issued at least five calendar days prior to the proposal closing date. Any addendum issued less than five calendar days prior to the closing date will, if necessary, contain a provision modifying the proposal closing date to a date that will provide Proposers adequate time to respond to the addendum.
4. DASH reserves the right to cancel or withdraw in whole or in part this RFP at its sole discretion. Proposers will be notified in the event the RFP is cancelled via the DASH website.
5. DASH reserves the right to waive informalities and minor irregularities in proposals.
6. DASH will assume no responsibility for any understanding or representations concerning conditions made by any of its officers or agents prior to the execution of the Contract, unless included in this RFP, the specifications, or related documents or addenda thereto.
7. Oral explanation or instructions given before the award of the Contract will not be binding.
8. Proposers may submit written questions to DASH regarding this RFP.
 - a. **All questions must be submitted in writing to the RFP Selection Committee via electronic mail to Martin Barna (martin.barna@alexandriava.gov) no later than Wednesday, February 27, 2019 at 12:00 PM EST.** Questions submitted after such time will not be answered unless DASH elects, in its sole discretion, to do so.
 - b. ***No oral communication will be accepted.*** Questions and responses will be posted on DASH's website for all Proposers to reference. Any modifications to the RFP resulting from a question will be in the form of an Addendum to the RFP and will be made available to all interested Proposers through the DASH website. DASH will not be bound by any oral communications or written interpretations or clarifications that are not set forth in an Addendum.
9. Proposals may be withdrawn by email notice from the Proposer to Martin Barna, DASH Director of Planning and Scheduling (martin.barna@alexandriava.gov), prior to the RFP closing date and

UPDATE: Responses to questions received have been posted as Addendum A.

time. The withdrawal shall be made by the person signing the proposal or by an individual who is authorized by the Proposer. The Proposer must provide written evidence of the individual's authority to withdraw the proposal if the individual doing so is other than the person who signed it.

10. Proposals received after the proposal closing date and time will not be considered.
11. Proposals may be withdrawn for good cause after the closing date and prior to award per the terms of this section.
 - a. Requests for withdrawal of Proposals after opening of such Proposal but prior to award shall be transmitted to Martin Barna, DASH Director of Planning and Scheduling (martin.barna@alexandriava.gov). The Proposer shall give notice in writing of its claim of right to withdraw its Proposal accompanied by full documentation supporting the request (original work papers, documents, and materials used in the preparation of the Proposal). If the request is based on a claim of error, documentation must show the basis of the error.
 - b. No Proposer who is permitted to withdraw a Proposal shall, for compensation, supply any material or labor to or perform any subcontract or other work agreement for the person or firm to whom the Contract is awarded or otherwise benefit, directly or indirectly, from the performance of the project for which the withdrawn Proposal was submitted.
 - c. A Proposer may withdraw its Proposal from consideration if the price/cost Proposal was substantially lower than the other Proposals due solely to a mistake therein, provided the Proposal was submitted in good faith, and the mistake was a clerical mistake as opposed to a judgment mistake, and was actually due to an unintentional arithmetic error or unintentional omission of a quantity of work, labor, or material made directly in the compilation of a Proposal, which unintentional arithmetic error or unintentional omission can be clearly shown by objective evidence drawn from inspection of original work papers, documents, and materials used in the preparation of the Proposal sought to be withdrawn.
 - d. If DASH denies the withdrawal of a Proposal within ten calendar days after receiving notice from the Proposer under the provisions of this section, DASH shall notify the Proposer in writing stating the reasons for its decision and award the Contract to such Proposer at the proposed price, provided such Proposer is a responsible and responsive Proposer.
12. Trade secrets or proprietary information submitted by a Proposer in connection with a procurement transaction submitted pursuant to the Code of Virginia shall not be subject to the Virginia Freedom of Information Act.
 - a. However, the Proposer shall:

- i. Invoke the protections of this section prior to or upon submission of the data or other materials;
 - ii. Identify the data or other materials to be protected by clearly marking each individual page with "PROPRIETARY"; and
 - iii. State the reasons why protection is necessary.
 - b. Except for the foregoing limitation, DASH may duplicate, use, and disclose in any matter and for any purpose whatsoever and have others do so, all data furnished in response to this RFP. DASH has the right to release trade secret or proprietary information to a third party which may assist DASH in the review and evaluation of the Proposals.
13. DASH expressly reserves the right to reject any or all proposals or any part of a proposal, and to resolicit the services in question, if such action is deemed to be in the best interest of DASH.
14. By submitting a proposal, the Proposer certifies that it is not currently debarred from submitting proposals on contracts by any agency of the Commonwealth of Virginia or the U.S. Government, nor are they an agent of any person or entity that is currently debarred from submitting proposals on contracts by an agency of the Commonwealth of Virginia or the U.S. Government.
15. The proposal and any modification thereof shall be binding upon the Proposer for one hundred and twenty calendar days following the proposal closing date. Any proposal in which the Proposer shortens the acceptance period shall be rejected, although the acceptance period may be extended by mutual agreement between DASH and the Proposer. At the end of the proposal acceptance period, the Proposer may withdraw its proposal by giving written notice to DASH.
16. DASH expressly reserves the right to reject any or all proposals or any part of a proposal, and to resolicit the services in question, if such action is deemed to be in the best interest of DASH.
17. Proposals which fail to meet the solicitation requirements, or which are incomplete, conditional, or obscure, or which contain additions not called for, erasures, alterations, or irregularities of any kind or in which errors occur, or which contain abnormally high or abnormally low prices, for any class or item of work, may be rejected as invalid at DASH's discretion.
18. The receipt of more than one proposal from the same Proposer, whether or not the same or different names appear on the signature page, shall result in none of the Proposer's proposals being considered.
19. Reasonable proof for believing that any Proposer has an interest in more than one proposal for the work contemplated will cause the rejection of all proposals made by them directly or indirectly.
20. Any or all Proposals shall be rejected if there is reason for believing that collusion exists among the Proposers.

21. By submitting a proposal, the Vendor agrees that it has satisfied itself from a personal investigation of the conditions to be met, that the obligations herein are fully understood, and no claim may be made nor will there be any right to cancellation or relief from the Contract because of any misunderstanding or lack of information.
22. DASH reserves the right to ask any Vendor to clarify its offer.
23. DASH may make such reasonable investigations as deemed proper and necessary to determine the ability of the Proposer to furnish the items required in the performance of this Contract. The Proposer shall furnish to DASH all such information and data for this purpose as may be requested.
24. If a single conforming proposal is received, a price and/or cost analysis of the proposal shall be made by DASH. A price analysis is the process of examining and evaluating a prospective price without evaluation of the separate cost element. It should be recognized that a price analysis through comparison to other similar contracts shall be based on an established or competitive price of the elements used in the comparison. The comparison shall be made to the cost of similar projects and involve similar specifications.
25. Delays in award of a Contract, beyond the anticipated starting date, may result in a change in the Contract period indicated in the solicitation. If this situation occurs, DASH reserves the right to award a Contract covering the period equal to or less than the initial term indicated in the solicitation.
26. A Proposer wishing to protest an award or a decision to award a Contract must submit the protest, in writing, to DASH no later than ten days after either the decision to award or the award, whichever occurs first. The protest must include the basis for the protest and the relief sought. Within ten days after receipt of the protest, the General Manager of DASH will issue a written decision stating the reasons for the action taken. This decision is final. Further action, by a Proposer, may be taken by instituting action as provided by the Code of Virginia.

Part V: Proposal Content and Format

Proposers shall structure their proposals according to the following sections. The Proposer shall describe its platform and approach to delivering the core system. The Proposer shall also describe its ability to meet potential future regional expansion of its platform to incorporate additional agencies in the region that may be exercised through separate contracts utilizing the Rider Clause of the contract resulting from this procurement. Proposers shall also describe their ability to provide enhanced functionality that may be desired by DASH or other regional agencies taking advantage of this contract in the future.

A. Executive Summary

The purpose of the Executive Summary is to provide a brief description of the proposal to the Selection Committee members.

B. Background and Experience

Proposers shall provide Vendor information in order to demonstrate the firm's ability to design, implement, and maintain the proposed solution. Information shall include the size of the firm, the number of years in business, and the number of clients as well as corporate office locations and location from which support services will be provided.

Proposers shall also describe their experience on similar projects including at least one agency of similar size to DASH and other regional multi-agency mobile ticketing deployments, if any. A brief description of DASH is included in the Project Background on Page 4.

C. System Description

Proposers shall describe how the proposed platform will address the requirements identified in Part II, Scope of Work. This shall include explanation of current systems capabilities, future plans, and the timeline for deployment of the required features. Proposers shall also complete the requirements matrix identifying how their proposed platform will or will not meet the requirement, including identifying whether the functionality is provided by existing proven deployments or would need to be developed or customized to meet requirements of this contract.

Core System

Proposers shall provide responses to at minimum the following items:

1. Describe the overall proposed solution.
2. Describe the overall capabilities of the solution. Proposers should complete the Evaluation Matrices provided in Attachment B and C by marking an "X" in the appropriate column for each capability.
3. Describe the user experience for different phases of a journey which include trip planning, booking, payments validation, trip updates and post-journey survey.
4. Describe proposed system architecture.
5. Describe fraud prevention and detection features of the product.
6. Describe configuration and functionality of the solution.
7. Describe procedures to add new fare products.

8. Describe reporting features provided by the system in the event of single agency and multi-agency deployments.
9. Describe plan for upgrading smartphone applications in the future.
10. Describe cost model briefly (see Section V.H, "Cost Proposal").
11. Proposers shall complete the matrix provided as Attachment B, which provides details on "Base Requirements".

Hosting

1. Provide a service level agreement, including tiers of service, response times and standard metrics.
2. Describe data center and storage facilities.
3. Describe security capabilities of the proposed system, including firewalls, backup storage, antivirus software encryption.
4. Describe change management, upgrade, and patch management policies and practices. Describe systems administration/management capabilities including monitoring of performance measures, intrusion detection and error resolution.
5. Describe how the proposer would help DASH move to a new operation at the end of the contract term or if the contract is terminated, including process for notifying customers of termination.

Enhanced Regional System

1. Describe the proposer's ability to fulfill the enhanced regional requirements listed in Part II.O, Enhanced Regional Requirements. Proposers are also encouraged to describe other features and functions available in their system or on roadmap which they believe may be beneficial to DASH and other transit agencies in the region.
2. Describe system architecture with multiple agencies which would include reporting, agency branding, revenue distribution, and cross-agency product handling.
3. Describe the procedure to introduce new agencies to the platform.
4. Describe the estimated timeline for deploying the additional features.
5. Proposers shall complete the matrix provided as Attachment C, which provides details on "Enhanced Regional Requirements".

D. Project Plan

Proposers shall provide information on the following elements of their work plan:

1. Project Execution Plan
2. Project approach including describing interaction with DASH and review cycle requirements
3. Work plan which should include a timeline for when certain core system features will be available
4. Risks, constraints, and assumptions
5. Schedule
6. Testing and validation approach
7. System recovery plan
8. Training

E. Project Team

Proposers shall provide names, titles, and relevant experience of all proposed project personnel, including subcontractors, in the form of detailed resumes and shall include a project organization chart describing the proposed structure of the project personnel and detailed roles of Project Managers and Key Leads. If any subcontractors are included, proposer should specify which tasks they will complete.

F. Ongoing Support Services

Proposers shall provide a description of their proposed ongoing support services including responses to, at minimum, the following:

1. Post-“go live” support that is included in the proposal response
2. Telephone support
3. Help Desk services
4. Toll-free support line
5. Users group
6. Online knowledgebase

G. References

Provide at least three references for similar services performed within the past five years, including types of service performed, points of contact by name, title, address, phone number, and email address.

H. Cost Proposal

Content

Proposers shall provide the complete cost for deploying, hosting and supporting their described core system for an initial period of one Base Year and four Option Years. **Proposers shall complete the provided Pricing Rubric (Addendum B), but may provide supplemental information as needed.** Pricing shall be based on the proposer’s specific cost model and shall include a breakdown of the following items:

1. Cost of deployment, delivery and operation of the base system. ***Note: Cost structure proposal should distinguish any upfront costs and any costs incurred prior to July 1, 2019 from those costs that would be incurred after July 1, 2019. This cost delineation is necessary for the proper allocation of costs between two potential grant funding sources.***
2. Revenue split for product sales including the transactional costs associated with credit card fees and fees associated with other supported payment mediums. ***Note: Pilot program shall cover the costs of transaction fees during pilot period. Proposal shall itemize annual or monthly cost required to offset transaction fees that would typically be incurred by customer. DASH estimates that 82,000 fares will be paid using a mobile ticketing platform during pilot period (3% of 2,730,000 total revenue boardings), and that the average fare will be roughly \$1.35.***
3. Any monthly or annual pricing for hosting, support, service and maintenance.
4. Identification of any additional third-party costs that will need to be borne by DASH to support this system or assumptions on services to be provided by the agency to enable the proposed functionality.
5. Budgetary cost estimates for providing expansion to additional agencies and for enhancing the system to provide each of the enhanced features listed under Part II.O, “Enhanced Regional

Requirements.” These estimates will only be used for budgetary purposes. In the event that features or expansion are pursued, the actual cost will be negotiated based on specific scope of the expansion.

Terms

The Cost Proposal must also comply with the following:

1. All cost data shall be quoted in U.S. Dollars.
2. Unless indicated otherwise, Proposer’s rates shall be inclusive of all costs and shall include full compensation for all taxes, fees, materials, labor, equipment, tools, transportation, insurances, bonds, permits, overhead and profit, etc. necessary to complete the work in conformance with the Contract and to the satisfaction of DASH. Extra charges will not be allowed.
3. Within the parameters of this RFP, the prices, without exception, shall be net, not subject to discount, and shall include all royalties and costs arising from patents, trademarks, and copyrights in any way involved in the work.
4. The Proposer agrees to provide the work specified herein, in compliance with the Scope of Work and other terms and conditions in this RFP, at the cost provided in the Cost Proposal.

I. RFP Submission Form

Proposers shall complete, sign, and attach the RFP Submission Form, included in the RFP as Attachment A.

(continue to page 25)

Part VI: Evaluation Criteria

The RFP Selection Committee will review and evaluate all proposals using the following criteria and weighting scheme:

Evaluation Criteria (Relevant Project Scope Sections)		Point Value
1.	Overall App Functionality & User Experience (Part II, Sections A, C, & D)	12.5
2.	Regional Integration Capability with Potential for Farecapping and Revenue Sharing (Part II, Sections B & O)	12.5
3.	Integration of Real-Time Trip Planning Information (Part II, Section F)	12.5
4.	Agency-Specific Fare Product Customization (Part II, Sections E & L)	5
5.	Provisions for Bankless and Cash-Only Customers (Part II, Sections K & L)	5
6.	Customer Service / Administrative Functionality (Part II, Sections G, H & J)	5
7.	Future Capability for Electronic Validation (Part II, Section D)	7.5
8.	Future Capability for SmartBenefits Integration (Part II, Section I)	5
9.	Future Capability for Transition to MaaS Platform (Part II, Section M)	5
10.	Ability to Adhere to Proposed Schedule and Launch Product by May 2019	15
11.	Pricing Proposal	15
TOTAL POINTS		100

Part VII: Contract Award and Execution

A. Project Submittal

1. The Vendor agrees that all reports, drawings, studies, specifications, estimates, maps, computations, and other data prepared by or for it under the resultant Contract shall become the property of DASH. DASH shall have the right to use the same hard copies or electronic files without restriction or limitation and without compensation to the Vendor other than that provided for in the Contract.
2. DASH will provide timely approval or disapproval of submittals in one of the three following categories:
 - a. Approved as Submitted.
 - b. Conditionally Approved. The Vendor may proceed in accordance with changes indicated and shall revise and resubmit the proposal.
 - c. Disapproved. The Vendor shall revise and resubmit the proposal until approved by DASH.
3. Approval at any stage shall not relieve the Vendor of the obligation to meet the requirements of the Contract, except for those instances when the deviation has been explicitly requested in writing by the Vendor and granted by DASH.
4. Approval of a proposal which contains deviations from or violations of the Contract requirements does not constitute authority for that deviation or violation.

5. DASH reserves the right to reject, without review, any document that is not in English or is not readily understandable due to lack of proper grammar, spelling, sentence structure, or punctuation. DASH is under no obligation to expend extraordinary effort to interpret poorly written or translated documents.

B. Contract Award Process

1. DASH may cancel this RFP or reject proposals at any time prior to an award and is not required to furnish a statement of the reason why a particular proposal was not deemed to be the most advantageous.
2. The RFP Selection Committee will review the proposals using written or electronic score sheets. Proposers will be ranked on the basis of the selection criteria noted in Part VI. The best ranked Proposer will be selected. The selected Proposer will be issued a "Notice of Intent to Award" at this time. The "Notice of Intent to Award" shall not be construed as a "Notice to Proceed."
3. Negotiations will then commence with the selected Proposer to achieve a binding price and agreement on Contract terms. Following the negotiations, DASH will request the selected Proposer to submit a binding Cost Proposal. If negotiations with the top-ranked Proposer are not successful, discussions will commence with the next highest ranked Proposer and will continue in this manner until an agreement is reached.
4. The award document will be a Contract incorporating by reference this RFP, DASH's standard Contract provisions and the Vendor's Proposal as negotiated.

C. Contract Execution

1. The successful Proposer shall execute and deliver the following Contract documents to DASH:
 - a. Signed Contract;
 - b. Form W-9 Request for Taxpayer Identification Number and Certification.
2. The aforementioned documents must be submitted to DASH not later than ten calendar days after receipt of the Contract and "Notice of Intent to Award."
3. The Contract shall be in writing. The Vendor shall execute the Contract in the number of copies required by DASH. One fully executed original shall be delivered to the Vendor.
4. Should the successful Proposer fail to execute the Contract within ten calendar days after receipt, DASH may at its option determine that the Proposer has abandoned the Contract, and thereupon, the Proposal and acceptance shall be null and void. DASH may also seek all available remedies at law and equity.
5. A "Notice to Proceed" will be issued separately upon execution of the Contract. Contract performance shall begin on the date set forth in the written "Notice to Proceed." The NTP shall start the time for which the Vendor is responsible for completion of the project.

Part VIII: MAPT Cooperative Rider Clause

The Mid-Atlantic Purchasing Team (MAPT) is the agreement between the Metropolitan Washington Council of Governments (“MWCOG”) and the Baltimore Metropolitan Council (“BMC”) to aggregate the public entity and non-profit purchasing volumes in the Maryland, Virginia and Washington, D.C. region (“region”).

A. Format

A lead agency format is used to accomplish this work. The Lead Agency in this procurement and has included this MAPT Cooperative Rider Clause in this solicitation indicating its willingness to allow other public entities to participate pursuant to the following Terms and Conditions:

B. Terms

1. Participating entities, through their use of the Cooperative Rider Clause, agree to the terms and conditions of the resulting contract to the extent that they can be reasonably applied to the participating entity.
2. Participating entities may also negotiate additional terms and conditions specific to their local requirements upon mutual agreement between the parties.

C. Other Conditions - Contract and Reporting

1. The contract resulting from this solicitation shall be governed by and "construed in accordance with the laws of the State/jurisdiction in which the participating entity officially is located;
2. To provide to MWCOG and/or BMC contract usage reporting information, including but not limited to quantity, unit pricing and total volume of sales by entity, as well reporting other participating entities added on the contract, on demand and without further approval of contract participants;
3. Contract obligations rest solely with the participating entities only;
4. Significant changes in total contract value may result in further negotiations of contract pricing with the lead agency and participating entities.

In pricing and other conditions, vendors are urged to consider the broad reach and appeal of MAPT with public and non-profit entities in this region.

A list of the participating members of the Mid-Atlantic Purchasing Team can be found at the following web links www.mwcog.org/purchasing-and-bids/cooperative-purchasing/member-links/ and <https://www.baltometro.org/transportation/about-brtb/jurisdictions>

ATTACHMENT A

RFP SUBMISSION FORM

Name of RFP: **DASH Mobile Ticketing System**

RFP Number: **#19-01**

SECTION I - COMPANY IDENTIFICATION AND OWNERSHIP DISCLOSURE

Company _____ Contact Person _____

Address _____ Title _____

_____ Telephone No. _____

Remittance Address _____ FAX No. _____

_____ Email _____

Indicate Which Apply:

C Corporation S Corporation Partnership Sole Proprietorship

Organized under the laws of the State of _____ Age of Firm: _____ years

Principal place of business at _____

Annual Gross _____ Less than _____ \$500,000 _____ \$1,000,000 _____ \$4,000,000 _____ more than
Receipts: \$500,000 to \$1,000,000 to \$4,000,000 to \$7,000,000 \$7,000,000

Following are the names and addresses of all persons having an ownership interest of 3% or more in the company: (Attach more sheets if necessary)

SECTION II - COLLUSION

I certify that this offer is made without prior understanding, agreement, or in connection with any corporation, firm, or person submitting an offer for the same services, materials, or equipment, and is in all respects fair and without collusion or fraud. I understand collusive bidding is a violation of State and Federal law and may result in fines, prison sentences, and civil damage awards.

I hereby certify that the responses to the above representations, certifications, and other statements are accurate and complete. I agree to abide by all conditions of this RFP and certify that I am authorized to sign for the Proposer.

ATTACHMENT A (continued)

RFP SUBMISSION FORM

SECTION III – FAILURE TO COMPLETE CONTRACT

Has the company ever failed to complete any contract? If yes, explain. _____

SECTION IV – DEFAULT, DEBARMENT, SUSPENSION

Has the company ever defaulted on a contract, or been debarred or suspended on a contract? If yes, explain.

Signature _____ Date _____

Name (Printed) _____ Title _____

PROPOSER MUST RETURN THIS COMPLETED FORM WITH PROPOSAL SUBMISSION