REQUEST FOR PROPOSAL
FY17-R-002
for
MOBILE TICKETING AND BACK OFFICE SOLUTION
for
DES MOINES REGIONAL TRANSIT AUTHORITY

Addendum 3

Date: July 14, 2016

Attachment 1:
- Updated Pricing Proposal Form

Attachment 2:
- References to Smart Card – Edit Map

Attachment 3:
- Updated pages with references to Smart Card (edited)
Pursuant to the Notice Inviting Sealed Proposals, the undersigned Proposer herewith submits a Proposal on the Proposal Form or forms attached hereto and made a part hereof, and binds itself on award by the Des Moines Area Regional Transit Authority under this Proposal to execute a Contract in accordance with its Proposal, the Proposal Documents, and the award. The attached Request for Proposals and Addenda, if any, are made a part of this Proposal and all provisions thereof are accepted, and all representations and warranties required thereby are hereby affirmed.

| PROPOSAL BELOW INCLUDES ALL APPLICABLE CHARGES, INCLUDING LABOR, INSURANCE, AND ALL OTHER COSTS NECESSARY FOR FURNISHING OF ALL EQUIPMENT AND THE PERFORMANCE OF ALL SERVICES CALLED FOR UNDER THE CONTRACT. PRICES QUOTED SHALL NOT INCLUDE SALES OR USE TAX. APPLICABLE SALES OR USE TAXES SHALL BE ADDED TO THE INVOICE. |

NOTE: *IN ACCORDANCE WITH THE RFP PROPOSERS MUST, IN ADDITION TO COMPLETING THIS FORM, LIST ON A SEPARATE WORKSHEET ALL INDIVIDUAL COMPONENTS, FEES, AND SERVICES THAT PROVIDE THE BASIS FOR THE UNIT PRICE ENTERED ON THIS FORM. THE UNIT PRICE ON THE PROPOSAL FORM IN THE SPECIFIED CATEGORY IS THE TOTAL OF THE COMPONENTS THE PROPOSER HAS LISTED ON A SEPARATE WORKSHEET.*
## Category A – Base System

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### TOTAL PROPOSAL PRICE

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### Optional Validation System

$ 

### Operating Cost for the Optional Validation System (annual fee)

$ 

## Category B – Ongoing Cost Detail

- Provide breakout of major cost items for years 1-4 ongoing cost items e.g. hosting, transaction fees, maintenance, warranty, etc.

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**REQUEST FOR PROPOSALS:**

**FY17-R-002 MOBILE TICKETING and BACK OFFICE SOLUTION**
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The Proposal Form must be signed. Proposals submitted in any other form will be considered non-responsive and may be rejected.
Name Under Which Business is Conducted:

________________________________________

Business Address: ________________________________________________________________

________________________________________

Telephone No.: __________________________ Facsimile No: __________________________

[ ] Check here if entity is a Disadvantaged Business Enterprise (DBE) and include a copy of the firm’s DBE Certification with Proposal.

MANDATORY SIGNATURE(S)

IF SOLE OWNER, sign here: I sign as sole owner of the business named above:

________________________________________

IF PARTNERSHIP, one or more partners sign here: The undersigned certify that we are partners in the business named above and that we sign this contract proposal with full authority so to do:

________________________________________

IF CORPORATION, sign here: The undersigned certify that they sign this contract proposal with full and proper authorization so to do:

Corporate Name: ________________________________________________________________

By: __________________________ Title: __________________________

*By: __________________________ Title: __________________________

Incorporated under the laws of the State ____________

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*Two corporate officers must sign on behalf of the corporation as follows: (1) Chairman of the Board, President, or Vice President; and (2) Secretary, Assistant Secretary, Chief Financial Officer, or Assistant Financial Officer. In the alternative, this Proposal may be executed by a single officer or a person other than an officer provided that evidence satisfactory to DART is provided, demonstrating that such individual is authorized to bind the corporation (e.g., a copy of a certified resolution from the corporation's board or a copy of the corporation's by-laws).

**IF JOINT VENTURE, officers of each participating firm sign here:** The undersigned certify that they sign this contract proposal with full and proper authorization so to do:

Joint Venture Name Composed of: ________________________________________________________________

By: ___________________________________________ Title: ___________________________________________

By: ___________________________________________ Title: ___________________________________________

By: ___________________________________________ Title: ___________________________________________
Page 13, Section 2.1 – replaced “smart card” with “future”

Page 14, Section 2.2 – replace “the Smart Media Automated Fare Collection System (AFC)” with “any onboard mobile ticketing hardware (if applicable)”

Page 15, Section 2, project Scope – replace “a smart card ticketing system” with “cash ridership counting”

Page 17, Title VI Concerns, add the word “originally”
2.1. OVERVIEW AND MISSION STATEMENT

Des Moines Area Regional Transit Authority (DART) is the regional transit authority governed by a nine (9) member independent commission. DART’s service area includes the following communities: Alleman, Altoona, Ankeny, Bondurant, Carlisle, Clive, Des Moines, Elkhart, Granger, Grimes, Johnston, Mitchellville, Pleasant Hill, Polk City, Unincorporated Polk County, Runnells, Urbandale, West Des Moines and Windsor Heights. DART operates out of two facility locations and has 17 local fixed routes, 8 express routes, 2 flex routes and 3 On-Call zones. DART Paratransit provides both general public demand response transportation services as well as ADA complimentary service. DART also has an extensive RideShare program that operates nearly 100 vans throughout the region serving more than 700 customers. The population of Des Moines is approximately 200,000 and the regional metro service area has a population of approximately 580,000. DART provides more than 4.8 million unlinked trips annually.

DART was formed under a 28E Governmental Agreement by state and local leaders out of the Des Moines Metropolitan Transit Authority in 2006. The change allows for the expansion of more regional services within the state of Iowa. The agency is a free-standing governmental entity and accounts for its activities in a governmental enterprise fund.

The DART Commission is the governing body, which establishes transit policy. The nine member Commission is composed of one representative for each of the seven Commission Districts and two members representing Polk County.

The General Manager oversees the operation of the transit system in accordance with the policy direction prescribed by the DART Commission and is responsible for the overall administration of the fixed route, paratransit and rideshare services. At present, the General Manager is supported by an administrative staff of approximately 75 employees. There are approximately 200 employees represented by two labor unions. Consultants are retained as needed to provide specialized technical assistance.

DART receives capital and operating assistance from a variety of sources, including the Federal Transit Administration (FTA) of the United States Department of Transportation, the State of Iowa, the Regional Transit Authority levy and a number of other fund sources.

DART is planning by this procurement to develop an Open Architecture Mobile Platform to provide the basis for a number of applications including Mobile Ticketing, Real Time Information, Schedule Information, First & Last Mile Alternatives, Bikeshare, Parking, Wayfinding and other relevant information of interest to DART’s customers. Additionally, DART intends to procure as part of this first procurement, the Mobile Ticketing Application and associated account based back office system. DART intends to also expand the back office application in the near future to support future applications as well.

DART’s Mission Statement

Enriching Lives, Connecting Communities, Expanding Opportunities.
SECTION 2: SCOPE OF WORK

2.2. PROJECT DESCRIPTION

Background

DART currently has a mobile application RideTime by Logic Tree that provides real time route and stop information as well as schedule information for all DART fixed routes. This application is available for iOS, Android and Windows phones. Additionally, the DART mobile web site provides several tools to riders on their mobile platforms including: trip planning, real time map (real time route and stop information) and rider Alerts. DART also provides a Text service using SMS to inform riders when their bus is estimated to arrive based on real time location information at a specific bus stop. This service is used by entering a stop ID e.g. DART0000 to #64274.

DART currently has GFI Cents-a-Bill Fareboxes installed on the revenue vehicles that provide Fixed Route and On Call service and Diamond drop box Fareboxes on Paratransit services in the Des Moines metropolitan area and Polk County. Paratransit services are mainly billed to external agencies leaving very little cash handling, but Fixed Route services have several challenges including cash handling for approximately 15% – 20% of the fares (approximately $3,000 to $5,000 daily), and an employer/school pass program that requires operators to key into the Farebox a code to count these riders accurately and identify them by employer. The employer pass program is very successful but has an ever increasing impact on operator workload as the program expands to new employers. The employer pass program is very successful but has an ever increasing impact on operator workload as the program expands to new employers. The remaining ridership is managed cash and tokens. DART would like to convert all or most of these riders to an electronic media to provide better visibility and accuracy of ridership data.

Additionally, DART would like to provide a means to remove paper transfers and paper passes from their operation to reduce cost, improve revenue, and provide a greener operation.

DART’s current fare collection system is over 25 years old. The age of the system is causing maintenance problems on vehicles as well as issues at the back office where the obsolete data collection system has failed and data was lost in the recent past. Also, key to this procurement are the following considerations to reduce operator workload and to provide robust data for planning purposes:

- Deploy technology to remove the need to key in employer codes
- Determine a fare policy and technology solution to remove transfer cutters from the vehicles
- Integrate any onboard mobile ticketing hardware (if applicable) with the Real Time Information System and Automatic Vehicle Location System (RTIS/AVL)
- Synchronize data from the new AFC and the RTIS/AVL
- Implementation of a system that is user friendly and is of a design that is able to evolve to take advantage of trends in the electronic payments and transit industries

Fare System Goals and Objectives

DART has experienced ridership growth over the last several years. The new AFC and any resulting new Fare Policies should encourage continued ridership growth.
SECTION 2:  
SCOPE OF WORK

Fare System Objectives

Provide solutions that:

- Automate and are scalable for recording and processing institutional (employer) passes
- Eliminate the need for paper transfers and transfer cutters
- Enable adoption of emerging fare payment technologies
- Align with capital and operating budget resources
- Improve fare collection equipment reliability and data security
- Encourage the use of fare media over cash
- Provide an enhanced User Experience for customers and operators
- Minimizes operator responsibility for handling payments and passenger counts

Automate fare collection that:

- Reduce human error and fare disputes
- Help reduce dwell times
- Improve data collection/reporting capabilities
- Realize operational efficiencies and reduce overall cost of operations
- Provide fare media that can be used to determine eligibility and/or provide fare payment for unlimited access (i.e., employer/school pass) programs, reduced fare programs, and if desired, Paratransit service

Accommodate fare policy objectives, such as:

- Fare structure simplification
- Alternative mix of fare products
- Elimination of paper transfers, weekly & monthly passes, and tokens
- Alternatives to paper transfers, tokens
- Rolling period passes
- Service-based fares
- Loyalty programs (e.g., fare accumulators, ride bonuses)

Project Scope

DART is addressing the needs of this program with a two phased approach. The initial approach is to procure a new Open Architecture Mobile Platform including the first module to provide a mobile ticketing system for an alternative electronic method to participate in DART’s Unlimited Access Program, purchase monthly and weekly passes and introduce a day pass option. This mobile ticketing system is anticipated to include an account based back office application that will form the basis for cash ridership passenger counting to be deployed in a second phase along with new farebox technology to manage the remainder of DART’s fare products and fare policy.

The main scope of this project is to procure a state-of-the-art hosted mobile ticketing system to augment current unlimited access (flash pass) and magnetic based fare products (monthly & weekly passes) as well as introduce a new day pass option. The procured system must facilitate and support DART’s Business Rules and Fare Policies, including, DART’s specific requirements for security and functionality. The selected Contractor represents and warrants that the new mobile platform and ticketing system listed within this

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SECTION 2:
SCOPE OF WORK

The system will need the ability to have an account based back end and will need to allow customers the ability to manage one mobile ticketing application or many under one account. Multiple ticketing applications will be needed for individuals who have more than one rider e.g. husband, wife, children. It will also be needed for groups such as unlimited ride accounts as well as other DART programs with multiple riders.

The Unlimited Access program also has the needs to capture ridership statistics. The mobile application should have some method to detect when the pass is used by tying it to a bus stop and tracking usage in that manner. The systems must have a means to detect when the pass is opened in areas that are not on the system and also be able to filter out multiple usage e.g. the pass is opened multiple times at the same geography and within a short (configurable) time frame.

The system should be capable of loading cash value or fare products via the mobile application, the web, or through “J Hook” options such as gift card type applications that can be activated either by emailing and/or pairing with the phone. Additionally, DART customer service shall have the ability to load product or cash value onto an account using cash or a separate point of sale system.

Title VI Concerns

Title VI concerns with the originally planned smart card system were avoided by letting the customer go one ride negative, purchase of a day pass on the vehicle and providing a distributed sales network to allow the unbanked multiple paths to make sure they had equal access to the system and were not penalized by the fare system when free transfers will be removed for cash customers.

Using a mobile ticketing system only, without smart cards, would likely require additional considerations given to this demographic as the mobile ticketing system would require some sort of banking system be involved. The System could use J-hook purchased “cards” that could be purchased at retail outlets to provide a means for the unbanked to access the system and use the mobile ticketing system. This aspect of the system would act similar to gift cards that can be purchased at grocery store check-outs.

The vendors shall propose an optional method to handle the “Un-Phoned” population e.g. non smart phone carrying customers if there are viable applications that can be used by feature phones and the newer phone technologies being developed for the elderly and cognitively disabled populations.

Implementation Tasks and Project Deliverables:

The following phases will result in specific tasks performed to produce the phase deliverables. These are required to be performed by the Contractor as part of delivering a fully functional and tested Mobile Ticketing System.

Project Management:
The project management phase will be continuous throughout the project beginning with the Notice to Proceed through Final Acceptance. The contractor shall:

- Be an active partner with DART in assuring project success

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