

**Bloomington Public Transportation Corporation**  
**RFP: Mobile Ticketing Solution**  
**Amendment #1**

Issued By: Zac Huneck, Planning & Special Projects Manager  
Date Issued: 6/26/2020

**Section I: Questions & Responses**

The following are questions submitted by vendors, and responses by BPTC.

- 1. “Kindly share the details of BT Mobile application: that is current technologies used, platform built in/supported etc.”**

BPTC’s current mobile ticketing solution is provided through Token Transit’s turnkey mobile and web-based application. Riders are able to purchase tickets using the Token App on iOS or Android and have the option to purchase tickets from the Token website using any major web browser. BPTC staff cannot speak to the technical details of the underlying technology of the Token application.

- 2. “Is BT expecting Handheld validator for visual validation & ridership capture”?**

BPTC seeks a mobile ticketing solution utilizing visual validation for this project. In seeking a multi-year solution for mobile ticketing, BPTC desires to know the capabilities of vendors to incorporate additional, evolving validation methods, such as Near Field Communication. Additional equipment for electronic validation is not part of this project.

- 3. “Kindly advise whether BT would opt for Cloud based installation or On-Premise based Solution”**

BPTC prefers a cloud-based mobile ticketing solution.

- 4. “Total Number of accounts currently incorporate with pilot deployment”?**

As of June 2020, there are a total of 168 unique paying users who have purchased tickets on the Token Transit app. Note that in early April 2020, BPTC instituted a fare-free policy for both BT and BT Access in response to COVID-19.

- 5. “Requesting to extend the Go live timelines, because deployment, testing, configuration, UAT and other project management activity are challenging to completed in one month”**

BPTC is willing to delay the launch of a mobile ticketing solution beyond September 1, 2020 to reach an agreeable and manageable launch date. Please include your proposed launch date in your proposal.

**6. “For what tenure support is expected”?**

BPTC requires technical and customer support on the part of selected vendor to accompany the full term of service. BPTC seeks a contract term of one (1) year, with three (3) successive years, each optional, to continue the contract at BPTC’s discretion.

**7. “What sort of agency needs are expected to incorporate in current application, kindly elaborate”**

BPTC seeks a mobile ticketing solution that allows for the purchase of all BPTC fare options by riders using a mobile device. BPTC would also like to explore the addition of a day pass option, which is not currently available through The mobile ticketing solution shall use visual validation as a method of security. BPTC seeks a solution that requires minimal administration on the part of BPTC staff.

**8. “Please confirm that mentioned ridership has to be consider +/-20 %”**

In 2019, IU students accounted for approximately sixty-eight (68) percent of total ridership on BT fixed route service. Riders affiliated with other organizations with whom BPTC operates service agreements for fare-free service accounted for approximately five (5) percent of total trips. The service agreements BPTC operates for fare-free access preclude the need for riders affiliated with those organizations to purchase mobile tickets. The riders who account for the remaining twenty-seven (27) percent of trips are those who would potentially use mobile ticketing.

**9. “Would BT opt for SAAS (transaction based model)”?**

Yes, BPTC prefers a software-as-a-service model, whereby the selected vendor receives a defined commission for sales of mobile tickets.

**10. “Kindly share CAPEX & OPEX of your budget”**

BPTC has no capital or operational expenditures budgeted for this project in the upcoming year.

**11. “Requesting for extension considering on going COVID 19 crisis”**

Through this Amendment, BPTC grants a two (2) week extension to the original submission deadline of Thursday July 9<sup>th</sup>, 2020 @ 4:00pm EST. The extended deadline for submissions is Thursday, July 23<sup>rd</sup> @ 4:00pm EST. The timeline for deadlines is now July 29 – Aug 5, 2020. In addition, BPTC includes a second round of questions, Requests for Exceptions, Deviations, or Approved Equals related to this RFP to submitted by July 3, 2020, with responses issued by July 10, 2020. Please see the updated timeline below:

<b>Date</b>	<b>Project Milestone</b>
Wednesday June 10, 2020	Issuance of Request for Proposals
Friday June 19, 2020	Questions and Requests for Exceptions, Deviations, or Approved Equals due to BPTC by 4:00pm EST

Friday June 26 2020	Responses by BPTC issued to prospective proposers on questions, Requests for Exceptions, Deviations, or Approved Equals
<b>Friday July 3, 2020</b>	Round 2: Questions and Requests for Exceptions, Deviations, or Approved Equals due to BPTC by 4:00pm EST
<b>Friday July 10, 2020</b>	Round 2: Responses by BPTC issued to prospective proposers on questions, Requests for Exceptions, Deviations, or Approved Equals
<del>Thursday, July 9 2020</del> <b>Thursday, July 23 2020</b>	Proposals due to BPTC by 4:00pm EST
<del>July 13-24, 2020</del> <b>July 29 – Aug 5 2020</b>	Interviews conducted by BPTC with applicants, as needed
Wednesday, August 12 2020	Notice of Award Issued
Friday, August 21 2020	Contract Executed
Tuesday, September 1 2020	Mobile Ticketing Goes Live

**12. “Kindly share the existing platforms, software and licenses in use”**

For mobile ticketing on BT and BT Access, BPTC currently partners with Token Transit for access to their app and web-based platform.

**13. “Kindly share whether any existing computing and networking hardware in BT facilities can be reused.”**

BPTC currently maintains no computing or networking hardware dedicated to mobile ticketing.

**14. “Kindly share the Internet connectivity facilities at your data centre (on-premise). Can we assume that BT ensures that it will provide adequate bandwidth for implementation?”**

BPTC utilizes a WiFi network infrastructure maintained by the City of Bloomington’s IT Department that is adequate for all current administrative needs. More information is needed on what amount of bandwidth may be required for implementation to confirm this question.

**15. “Kindly specify Training requirements”**

Selected vendor shall be required to provide training through a ‘train the trainer’ method for use of the mobile ticketing app, basic troubleshooting, where to direct customer services to, etc. BPTC staff trained in this manner will then be responsible to disseminate information to bus operators, dispatch staff, and other personnel, as needed. To facilitate training, BPTC seeks training materials from vendor that may be readily shared among BPTC staff.

**16. “The RFP states that hard copies must be submitted. Due to COVID restrictions in our region, printing and mailing hard copies is difficult and not safe at this time. Is it possible to allow for an email submission option given the circumstances?”**

Yes, BPTC will allow for electronic submission of proposals for this RFP. Electronic proposals must be submitted by Thursday July 23, 2020 @ 4:00pm EST. Please note that this date reflects the extended deadline, as amended through Question 11 above. Electronic proposals must be submitted to Zac Huneck:

[huneckz@bloomingtontransit.com](mailto:huneckz@bloomingtontransit.com)

Proposals should be arranged in a single .pdf file. When submitting, the email subject line must include the following caption:

“Proposal for Mobile Ticketing Solution”

**17. “In light of the continued disruption caused by the current global COVID-19 pandemic, the vendor respectfully requests an extension of 3 (THREE) weeks.”**

BPTC recognizes the current challenges posed by COVID-19 and extends the submission deadline by two (2) weeks, as reflected in Question 11 above, in order to balance the needs of vendors with BPTC’s implementation schedule. The extended deadline for submissions is Thursday, July 23 2020 @ 4:00pm EST.

**18. “Could BT clarify whether they have a separate commercial agreement with IU to allow students to ride free? Is IU interested in capturing ridership behavior of these students?”**

Yes, BPTC and IU maintain an operating agreement to provide students fare-free access to the BT bus network by displaying a valid student ID. In addition to bus service provided through Bloomington Transit, Indiana University operates its own campus bus service for which they capture ridership behavior through automatic passenger counting technology. Capturing and/or analyzing the ridership behavior of IU students is not a component of this project.

**19. “Would BT be interested in having electronic validation units priced?”**

BPTC does desire to know the type and pricing of electronic validation equipment, if any, proposers have to offer, though electronic validation equipment is not included in this project. BPTC does not have capital expenditures budgeted for this project. Pricing for electronic validation units will be used for planning purposes, and to evaluate the capability of vendors to deploy new methods of ticket validation for riders, which may be upgraded in the future.

**20. “Could BT share its budget for this project?”**

BPTC does not have capital or operating expenditures budgeted for this project, and expects to incur costs through a commission-based arrangement for mobile pass sales

**21. “Who does BT use for payment processing and acquiring services?”**

BT currently partners with Square to process in-person credit card transactions for paper tickets. Acquiring services is done in-house.

**22. “Does BT have a preference in regards to who acts as Merchant of Record?”**

BT does not have a preference on who acts as the Merchant of Record.

**23. “Does BT have on-vehicle modems with available ethernet sockets?”**

No, vehicles in the BT fleet do not have on-vehicle modems.

**24. “Does BT have a GTFS-RT feed?”**

No, BT does not currently have a GTFS-RT feed.

**25. “Who is BT's AVL provider?”**

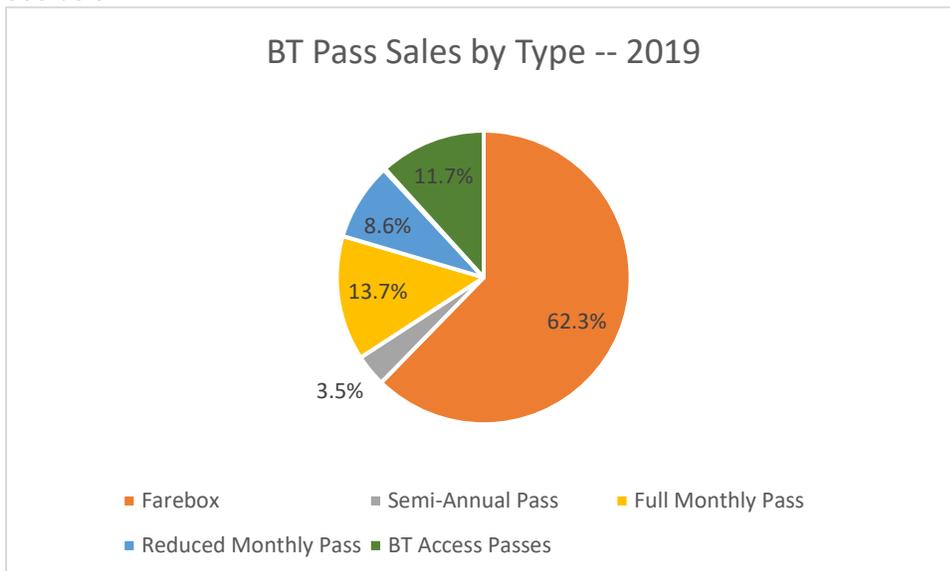
BPTC partners with Double Map for live bus-tracking.

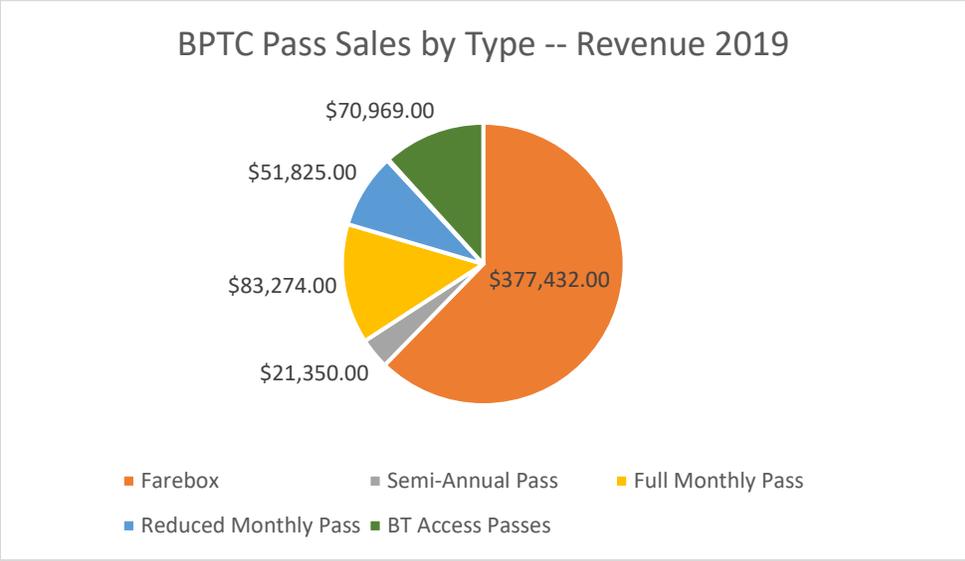
**26. “The proposer objects that BT shall bear no financial obligation to vendor during extended periods of waived fares. We believe the selected proposer shall be fairly compensated.”**

BPTC prefers a commission-based payment arrangement, whereby vendor receives a commission of each pass sold. Therefore, during extended periods of waived fares, such as during our current response to COVID-19, BPTC would have no financial obligation to selected vendor.

**27. “Can BT also provide the fare revenue information corresponding to the ridership information?”**

See below:





**28. “Can BT provide the name of your current payment processor for the ticket offices and also for your current mobile ticketing app?”**

BPTC uses Square process credit card payments made in person; Token Transit manages payment processing for purchases made within the app.

**29. “Please clarify if BPTC wants the selected firm to provide design or printing of the marketing materials, or both. If the selected firm has to handle the printing of the marketing materials, can BPTC please quantify the number of copies, sizes, printing materials used and color schemes, etc. of each required marketing material? Vendors will not be able to provide an accurate price quote without this information.**

BPTC requires only visual designs for marketing materials. BPTC shall be responsible for the printing and disbursement of any marketing materials.

**30. “Does BT want to continue to use your existing payment processor for this project?”**

BPTC does not have a preference for payment processor for this project as long as any proposed service may be easily integrated with current processes and administration.

**31. “Does BPTC want to provide the convenience for your mobile ticketing customers to be able to set up and manage their account using an online web portal? So your customers can manage their accounts, purchase tickets, request refunds, etc. Should this online self-service web portal be included as one of the requirements?”**

BPTC prefers a web-based portal as a matter of adding a layer of access and convenience for riders; however, deploying a mobile application for account-based ticketing is the primary objective in providing mobile ticketing. A web-based portal for customers is preferred, but not required.

**32. RE: "Selected firm shall have the ability to integrate its mobile ticketing application within third-party mobility technology applications"**

**"Mobile ticketing application shall have the capability to integrate with other mobility technology platforms"**

**Can BPTC clarify and explain the differences of the above 2 bullet statements?"**

The two bullet statements are redundant. This specification is made in recognition of the evolving mobility technology landscape in which multiple third-party applications may be integrated together or into a single platform for the convenience of riders. Through this Amendment, BPTC waives this integrative capability as a requirement, but a discussion of where the mobile ticketing solution may be integrated with other mobility technology services, such as live bus-tracking and trip planning, should be included in any proposal.

**33. "Will BPTC provide a price sheet for proposers to fill out? We believe it will be very difficult for BPTC to evaluate firm's pricing without using a standard price sheet from each proposer."**

Yes, a Price Sheet is included at the end of this document as an amended appendix, Appendix D.

**34. "Regarding cash as a method of payment, can you describe what is meant in terms of feature of mobile app? Can you provide percentage of riders you estimate to be unbanked or underbanked? Further, can you describe how they utilize the system today? (i.e. prepaid fare card, present cash to driver, etc.)"**

Some method must be included to allow for cash payments to ensure accessibility for all riders. BPTC staff may handle cash payments in a similar manner as doing so for paper tickets, and should have the ability to send mobile tickets to a user's mobile device. BPTC does not have readily available statistics for riders who are unbanked or underbanked. To the knowledge of BPTC staff, no riders have used cash payments to purchase tickets through Token Transit. Typically, unbanked or underbanked riders will pay for passes by cash or pay per-trip upon boarding.

**35. "Regarding PCI compliance, can you let us know if BPTC currently has PCI validation? If yes, can you please specify which SAQ type?"**

BPTC does not currently handle PCI validation. PCI validation is handled through Square for in-person pass sales, or through Token Transit for mobile pass sales.

**36. "Can you describe what level of PCI DSS certification is required? Is PCI DSS Level 2 acceptable?"**

For the purposes of the mobile ticketing solution provided through this RFP it is the expectation of BPTC that the selected vendor is compliant with the industry standard for small transit agencies. It is incumbent upon the vendor to ensure that the mobile ticketing solution complies with the acceptable level of PCI DSS certification.

**37. “Regarding 2.3.7.3 Can you provide a description of or name of compatible hardware that BPTC is considering integration to?”**

BPTC is open to the possibility of integrating its AVL technology provided through Double Map, mobile ticketing, and trip planning into a single app in the near future, though no platforms are being actively considered. Please see Question 34 for further information.

**38. “Is BPTC contemplating the use of mobile handheld validation units for its inspectors / security personnel? What is the brand? How many units are / will be deployed?”**

BPTC envisions evolving alongside the mobility technology environment by considering and adopting new technologies for the benefit of riders, including the use of electronic verification, rather than visual verification, for mobile ticketing. No capital expenditures are currently budgeted for electronic verification, and electronic validation equipment is not included in this project (see Question 19).

**39. “Regarding Scope Of Work, section 4.A.iii “Other requirements”, bullet number one seems to have been cut short. Could you please describe the exception(s) not mentioned?”**

4.A.iii should have continued by reading:

- BPTC shall own any data generated through the mobile ticketing application, including ridership and sales data, with the exception of **data that may be used to individualize riders through personal information.**

**40. “With the current mobile ticketing and ticket/card vending solution, is BPTC the Merchant Of Record?”**

No, BPTC is not the Merchant of Record for current mobile ticketing; this is managed by Token Transit.

**41. “Can BPTC please provide number of transactions you expect year on year for transactions using the mobile ticketing application? Can you include break-down of expected fares purchased and frequency?”**

Due to the conditions surrounding COVID-19, it is very difficult for BPTC staff to predict potential usage of mobile ticketing in the near and medium term. Going into our year-long pilot project with Token Transit, BPTC staff anticipated riders may purchase a total of ~1000 mobile passes during the year between July 1, 2019 and June 30, 2020. By March, BT and BT Access riders had together purchased ~550 mobile passes. Adoption of mobile passes steadily increased month-by-month during the year—by ninety-seven (97) percent between July 1, 2019 and February 1, 2020—before the rapid decline in ridership beginning in March 2020 due to COVID-19. BPTC’s subsequent fare-free policy instituted in early April 2020 precluded any further purchases of mobile tickets. The breakdown of pass types sold remained relatively consistent and BPTC anticipates roughly the same trends to continue, see below:

Adult Monthly Pass: 80%

Adult Reduced Fare Monthly Pass: 15%

Paratransit 10-Ride Ticket: 4%

Paratransit 30-Ride Ticket: 1%

The mobile ticketing pilot project limited sales to BT monthly passes and BT Access 10/30-ride tickets. Moving forward, BPTC staff would like to expand the mobile ticketing options to include all fare types, opening the potential for increased mobile ticket sales, especially for single-ride tickets.

**42. "Can you provide the name of BPTC's Merchant Bank and Gateway provider?"**

BPTC's Merchant Bank and Gateway provider are handled through Square for in-person purchases, and through Token Transit for mobile ticketing.

**43. "There is no mention of a controlling app. Will the control app be installed on smartphone and tablet?"**

The mobile ticketing solution shall be accessed through a mobile app that may be downloaded on a mobile device or tablet.

**44. "Can you provide further details regarding the 8th bullet of section A.i. 'ticketing requirements'"**

The purpose here is to allow users to purchase and share passes. For instance, if a parent wishes to purchase a mobile pass for a child. This does not include activated passes, whereby multiple riders would be able to present the same single pass to board the bus.

**45. Subsection iii. Sentence fragment is incomplete, please clarify "*BPTC shall own any data generated through the mobile ticketing application, including ridership and sales data, with the exception of*"**

Please see answer to Question 41.

**46. "*Selected firm shall have the ability to integrate its mobile ticketing application within third-party mobility technology applications.*" - Please add further clarifying detail to this requirement.**

Please see answers to Question 34 and Question 39.

**47. "*Mobile ticketing application shall have the capability to integrate with other mobility technology platforms*" - Please add further clarifying detail to this requirement.**

Please see answers to Question 34 and Question 39.

**48. "Can you please share the monthly ticket sales through the Token Transit mobile ticketing app pilot?"**

Please see answer to Question 43.

**49. What are your expected monthly ticket sales through your new mobile ticketing app?**

Please see answer to Question 43.

**50. p. 8 RFP iii. Other Requirements**

***BPTC shall own any data generated through the mobile ticketing application, including ridership and sales data, with the exception of***

**Question: The sentence is unfinished – what is missing?**

Please see answer to Question 40.

**51. *Selected firm shall supply BPTC with branded marketing materials for various media formats, including: interior bus posters, full-size posters, newspaper ads, brochures, mailers, web-based banners***

**Question: Is the offeror supposed to provide artwork, or actual materials? If printed materials or ads, how many of each type?**

Please see answer to Question 30.

**52. p. 8 RFP D. Maintenance and Support**

***The successful proposer shall provide ongoing professional customer support 24 hours a day as needed either in-person, via telephone, or via the web. The responsibility to administer the mobile ticketing system by BPTC personnel shall be minimal. All customer refunds, questions, complaints, suggestions shall be addressed by the successful proposer in a timely manner.***

**Question: What hours and days of the week does BPTC require a ‘live’ customer support person? What are the required response times if an email, request, etc. is received by the offeror?**

Live customer support for technical issues must be available for BPTC staff during regular business hours, Monday-Friday 8:00am-4:30pm EST. Vendor must respond to emails within a timely manner, within 24 hours upon receipt.

**Section II: Requests for Deviations, Approved Equals, or Exceptions**

The following are Requests for Deviations, Approved Equals, or Exceptions, followed by the responses of BPTC

Appendix C

**BLOOMINGTON PUBLIC TRANSPORTATION CORPORATION  
REQUEST FOR DEVIATIONS, APPROVED EQUALS, OR EXCEPTIONS FORM**

RFP SECTION NO.: Section A. ii

DATE OF REQUEST: June 19, 2020

RFP TITLE: Mobile Ticketing Solution

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DESCRIPTION OF REQUEST FOR DEVIATION, APPROVED EQUAL OR EXCEPTION:

**Back-End Software Requirements**

“Allow BPTC personnel to add, remove, or modify fare options offered, including the ability to waive fares for single events and extended periods.

- o Any period of waived fares shall not be deducted from the valid duration for a rider’s mobile pass
- o BT shall bear no financial obligation to vendor during extended periods of waived fares”

Comments: The proposer objects that BT shall bear no financial obligation to vendor during extended periods of waived fares. We believe the selected proposer shall be fairly compensated.

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Approved: \_\_\_\_\_

Denied: \_\_\_\_\_X\_\_\_\_\_

Comments: BPTC prefers a commission-based payment arrangement, whereby vendor receives a commission of each pass sold. Therefore, during extended periods of waived fares, such as during our current response to COVID-19, BPTC would have no financial obligation to selected vendor.

Signature:  \_\_\_\_\_ Date: 6/26/2020

## Appendix C

### BLOOMINGTON PUBLIC TRANSPORTATION CORPORATION REQUEST FOR DEVIATIONS, APPROVED EQUALS, OR EXCEPTIONS FORM

RFP SECTION NO.: Section A. iii

DATE OF REQUEST: June 19, 2020

RFP TITLE: Mobile Ticketing Solution

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DESCRIPTION OF REQUEST FOR DEVIATION, APPROVED EQUAL OR EXCEPTION:

**Other Requirements**

“Selected firm shall supply BPTC with branded marketing materials for various media formats, including: interior bus posters, full-size posters, newspaper ads, brochures, mailers, web-based banners”

Comments: We believe BPTC should either waive this requirement or provide a budgetary figure for the selected proposer to perform this work.

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Approved: \_\_\_\_\_

Denied: \_\_\_\_\_X\_\_\_\_\_

Comments: BPTC requires only visual designs for marketing materials. BPTC shall be responsible for the printing and disbursement of any marketing materials.

Signature:  \_\_\_\_\_ Date: 6/26/2020

# Appendix C

## BLOOMINGTON PUBLIC TRANSPORTATION CORPORATION REQUEST FOR DEVIATIONS, APPROVED EQUALS, OR EXCEPTIONS FORM

RFP SECTION NO.: Section 4.D.

DATE OF REQUEST: June 19, 2020

RFP TITLE: Mobile Ticketing Solution

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### DESCRIPTION OF REQUEST FOR DEVIATION, APPROVED EQUAL OR EXCEPTION:

“The successful proposer shall provide ongoing professional customer support 24 hours a day as needed either in-person, via telephone, or via the web.”

“All customer refunds, questions, complaints, suggestions shall be addressed by the successful proposer in a timely manner.”

Comments: Please modify the above statements to read:

“The successful proposer shall provide ongoing professional technical support 24 hours a day as needed via telephone, or via the web.”

“All customer refunds shall be processed by BPTC’s authorized personnel through the selected proposer’s account-based Back-End software. BPTC will handle all customer’s questions, complaints, and suggestions, and any technical related mobile ticketing questions which cannot be answered by BPTC shall be passed along and addressed by the successful proposer in a timely manner.”

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Approved: \_\_\_\_\_

Denied: \_\_\_\_\_ X \_\_\_\_\_

Comments: \_\_\_\_\_

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Signature:  \_\_\_\_\_ Date: 6/26/2020

# Appendix C

## BLOOMINGTON PUBLIC TRANSPORTATION CORPORATION REQUEST FOR DEVIATIONS, APPROVED EQUALS, OR EXCEPTIONS FORM

RFP SECTION NO.: Appendix A

DATE OF REQUEST: June 19, 2020

RFP TITLE: Mobile Ticketing Solution

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### DESCRIPTION OF REQUEST FOR DEVIATION, APPROVED EQUAL OR EXCEPTION:

**Required Clauses** Please delete the first paragraph under Opportunity to Cure in its entirety and replace with the following:

Opportunity to Cure - The BPTC in its sole discretion shall, in the case of termination for breach or default, allow the Contractor an appropriately short period of time in which to cure the defect, but in no case shall that period be less than 10 days. In such case, the notice of termination will state the time period in which cure is permitted and other appropriate conditions.

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Approved: \_\_\_\_\_ X \_\_\_\_\_

Denied: \_\_\_\_\_

Comments: BPTC agrees to the terms of allowing for no less than ten (10) days for opportunity to cure.

Signature:  \_\_\_\_\_ Date: 6/26/2020

**Section III: Price Sheet**

**Appendix D**

**BLOOMINGTON PUBLIC TRANSPORTATION CORPORATION  
PRICE SHEET FOR PROPOSERS**

The following table is required to be filled out by vendors as part of proposals for BPTC's RFP for a Mobile Ticketing Solution. The Price Sheet is required in order for BPTC staff to proposals. The Price Sheet includes a subset for each fare type available in BPTC's fare structure, in the case that vendors charge different rates based on the dollar amount of fares. BPTC prefers a simplified pricing structure with minimal variation in commission rates for each pass type. Vendors may propose a fixed commission rate for all pass types. Proposed commission rates shall include all labor, materials, design, expenses, profit, and all other costs associated with fulfilling the Scope of Work of the project.

Service Type	Recurring? (Y/N) If yes, provide frequency	Rate %
Fixed Commission Rate		
Fare-Type Pricing (Optional)		
BT Regular Fare (\$1.00)		
BT Reduced Fare (\$.50)		
BT Regular Monthly Pass (\$30.00)		
BT Reduced Monthly Pass (\$15.00)		
BT Regular Semi-Annual Pass (\$150.00)		
BT Reduced Semi-Annual Pass (\$75.00)		
Summer Fun Pass (\$12.00)		
BT Access Regular Fare (\$2.00)		
BT Access 10-Ride Punch Cards (\$20.00)		
BT Access 30-Ride Punch Cards (\$60.00)		