



## CITY OF ATLANTA

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Kasim Reed  
Mayor

DEPARTMENT OF PROCUREMENT  
Adam L. Smith, Esq., CPPO, CPPB, CPPM, CPP,  
CIPC, CISCC, CIGPM  
Chief Procurement Officer  
[asmith@atlantaga.gov](mailto:asmith@atlantaga.gov)

July 14, 2015

Dear Potential Proponents:

**Re: FC-8331, Atlanta Streetcar Mobile Ticketing Application**

Attached is one (1) copy of **Addendum No. 1**, which is hereby made a part of the above-referenced project.

For additional information, please contact Lloyd A. Richardson, Contracting Officer, at (404) 864-8504, or by email at [larichardson@atlantaga.gov](mailto:larichardson@atlantaga.gov).

Sincerely,



Adam L. Smith

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**FC-8331, Atlanta Streetcar Mobile Ticketing Application**

**Addendum No. 1**

**July 14, 2015**

**Page 2**

**ADDENDUM NO. 1**

This Addendum No. 1 forms a part of the Request for Proposals and modifies the original solicitation package as noted below and is issued to incorporate the following:

1. The Proposal due date is extended to **Monday, July 27, 2015**.
2. **Revision of Exhibit B, Statement of Work/Services, Section V, Project Management and Deliverables, Section 7, Deliverables**  
Exhibit B, Statement of Work/Services, Section V, Project Management and Deliverables, Section 7, Deliverables is here by revised to read: *“Once all the test failures have been corrected to ASC requirements, the Contractor will install the hardware and software in the live environment and conduct training so that all supporting staff are knowledgeable and understand their role in managing the system. Below is the list of deliverables and actions expected before the completion of this step:*
  - *Deployment of all application software systems;*
  - *Delivery of all Documentation (Final);*
  - *Integration of Trip Planning System;*
  - *Go Live Schedule and Transition Plan; and*
  - *Training Conducted.”*
3. **Questions and Answers,**  
Total of forty-six (46) questions attached hereto as Attachment No. 1.

Addendum No. 1 for **FC-8331, Atlanta Streetcar Mobile Ticketing Application** is available for pick-up in the Plan Room: City Hall, 55 Trinity Avenue, Suite 1900.

**The Proposal due date HAS been modified and Proposals are due on Monday, July 27, 2015 and should be time stamped in no later than 2:00 P.M. EDT and delivered to the address listed below:**

Adam L. Smith, Esq., CPPO, CPPB, CPPM,  
CPP, CIPC, CISCC, CIGPM  
Chief Procurement Officer  
Department of Procurement  
55 Trinity Avenue, S. W.  
City Hall South, Suite 1900  
Atlanta, Georgia 30303

**\*\* All other pertinent information is to remain unchanged\*\***

**FC-8331, Atlanta Streetcar Mobile Ticketing Application**

**Addendum No. 1**

**July 14, 2015**

**Page 3**

**Acknowledgment of Addendum No. 1**

Proponents must sign below and return this form with your proposal to the Department of Procurement, 55 Trinity Avenue, City Hall South, Suite 1900, Atlanta, Georgia 30303, as acknowledgment of receipt of this Addendum.

This is to acknowledge receipt of **Addendum No. 1, FC-8331, Atlanta Streetcar Mobile Ticketing Application** on this the \_\_\_\_\_ day of \_\_\_\_\_, 201\_\_.

\_\_\_\_\_  
Legal Company Name of Proponent

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

# Attachment No. 1

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## Questions and Answer

Question 1: Would the City of ATLANTA be in a position to provide a 3 week extension to the due date for this solicitation?

*Answer: No. However, the proposal due date has been extended to July 27, 2015.*

Question 2: Where are the services hosted? On the Contractor's servers, or will they be hosted on Atlanta provided Servers?

*Answer: The City prefers the services be hosted on the Contractor's servers.*

Question 3: Is there an existing Loyalty/Coupon program and is there an API for it? If not, how should it work (points, levels, redemptions, etc.)? Is there an example of the anticipated flow?

*Answer: Coupon/Loyalty Program can be included in Phase 2; Phase 1 requires only the Mobile Ticketing Application and Inspector Application.*

Question 4: Page 66, Overview, Bullet 1: Is it a flat fare, or does the Ticket fare depend on point of entry and point exit?

*Answer: Atlanta Streetcar has numerous flat fare products:*

*One Way Trip - \$1*

*One Day Pass - \$3*

*Five Day Pass - \$10*

*Seven Day Pass - \$11*

*30 Day Pass - \$40*

Question 5: Page 67, Goals, Paragraph 2: Please define what you mean by "Off-the-Shelf".

*Answer: The software (system) should be ready-made; it should not require any new development unless specified by the City.*

Question 6: Page 67, Goals: Is Cash not an option for buying a Ticket?

*Answer: No.*

Question 7: Page 67, Goals: What other ways can a consumer purchase a ticket, besides through the mobile app and website? Is there a way for impromptu riders to purchase a ticket right before boarding?

*Answer: Passengers will be able to purchase Atlanta Streetcar passes at the Breeze vending machines located at each Streetcar stop.*

Question 8: Page 67, Customer Application: Are there any ADA requirements?

*Answer: Please refer to Web Content Accessibility Guidelines (WCAG) 2.0 standards including multimedia access (captioning and audio description). Access WCAG 2.0 using this link <http://www.w3.org/TR/WCAG20/>*

Question 9: Page 67, Customer Application: Are tickets timed? Can you buy tickets for tomorrow? Do they expire?

*Answer: Yes, once tickets are validated they are timed depending on which fare product use. Yes, you can purchase tickets in advance. Advanced ticket purchases should not expire.*

Question 10: Page 67, Customer Application, A Bullet 1: Are the fare products supported hosted on ASC or is configured on MTA Back Office?

*Answer: Configured on the MTA Back Office*

Question 11: Page 67, Customer Application, A Bullet 4: Are there pricing differences between Adults, Children and Seniors? If so, would they be considered fare products?

*Answer: No difference in price.*

Question 12: Page 68, Customer Application, B Bullet 2: Are fare products also translated into the 5 languages? Or is it just the Customer Interface elements excluding the product details/names.

*Answer: Yes - English Only for now; Spanish priced as an option.*

Question 13: Page 68, Customer Application, B Bullet 4: Is this frame on every screen? Is the content for this controlled from an API? Is this just a simple image? Is content for different screen sizes of devices supported by this content provider?

*Answer: We would prefer this dedicated frame where ASC may display messages on a static or dynamic basis be on every screen.*

Question 14: Page 68, Customer Application, C Bullet 2: Is this an existing system that creates promotions or coupons? Are there API's for this system?

*Answer: Not at this time. Coupon/Loyalty Program can be included in Phase 2; Phase 1 requires only the Mobile Ticketing Application and Inspector Application.*

Question 15: Page 68, Customer Application, C Bullet 4: Does the customer have an option to pick 1 during app installation/setup?

*Answer: Yes, we would prefer for the customer to have the option to pick after purchase or during setup.*

Question 16: Page 68, Customer Application, D Bullet 2: Is there an existing customer account management system? Are customers uniquely identified by email address or phone number?

*Answer: No, currently we do not have a customer account management system.*

Question 17: Page 68, Customer Application, D Bullet 5: Are there existing API's to integrate with for planning trips, schedules, arrival/departure times.

*Answer: Not at this time. We have another RFP recently released [FC-8332 Real-Time Passenger Information System] that we hope to integrate with this mobile ticketing application.*

Question 18: Page 68, Customer Application, D Bullet 5: Is Push Notification required in the app to support emergency alerts?

*Answer: Yes.*

Question 19: Page 69, Customer Application, E Bullet 1: Does Atlanta have an account on Google Play, Apple App Store, and would you provide the contractor access to these accounts to host the apps? How about the website?

*Answer: ASC would prefer the contractor be responsible for setting up any accounts for the Mobile Ticketing Application download.*

Question 20: Page 69, Customer Application, F Bullet 1: Is Windows Mobile required to be supported for the Customer Application?

*Answer: Windows Mobile App is not required at this time.*

Question 21: Page 69, Inspector Application: Are there any ADA requirements?

*Answer: No.*

Question 22: Page 69, Inspector Application: Does ASC have a preference if this app runs on an iPhone, or an Android device?

*Answer: No, we do not have a preference.*

*Answer:*

Question 23: Page 69, Inspector Application, Bullet 1: What are the several mechanisms?

*Answer: Visual Authentication, Scanning QR Codes provided with Tickets and verify ticket using rider's telephone number.*

Question 24: Page 69, Inspector Application: Can the inspector also sell a fare? What if someone enters the street car without a payment?

*Answer: No.*

Question 25: Page 69, Inspector Application: Will the Inspector App also accept the Breeze Card as a payment mechanism?

*Answer: No.*

Question 26: Page 70, Customer Website: Is there an existing loyalty program? Does this program have an API?

*Answer: See response to question 15.*

Question 27: Page 70, Customer Website: Who curates that content that is sent out by email/text? Is there an API to this content provider?

*Answer: The City staff will manage that content.*

Question 28: Page 70, Customer Website: Is the website hosted on City of Atlanta Servers?

*Answer: No.*

Question 29: Page 71, CST, Paragraph 2: Do you need direct access to the database or if the tool exposes the information, is that sufficient?

*Answer: The City requires both.*

Question 30: Page 71, CST. Bullet 3: Is this interface available as an API?

*Answer: No.*

*Answer: Page 72, CST, Bullet 3: How is bulk purchase supported, via the Customer App?*

*Answer: As advanced purchased fares.*

Question 31: Mobile Ticketing Inspector Application requirement: "Ability to verify authenticity of tickets through several mechanisms." What are the verification mechanisms that ASC envisions?

*Answer: See responses to question 24.*

Question 32: Mobile Ticketing Inspector Application Requirement: "Inspector Application should have a wide variety of security features, which are approved in advance by ASC, to prevent electronic validation of expired or fraudulently acquired fare products." What are the security features ASC envisions for the inspector app?

*Answer: It is the responsibility of the Proponent to propose these security features.*

Question 33: Does ASC require the Customer Website to be standalone or can it be a module embedded into the current ASC website (<http://streetcar.atlantaga.gov/>)?

*Answer: The Customer Website is to be a standalone website.*

Question 34: Mobile Ticketing Back-Office Requirement: "ASC must be able to limit the offline use of fares to prevent fraud and abuses." What are some use cases and reasons that ASC will want to limit the offline use of certain fares?

*Answer: ASC would want to ensure that a customer couldn't reuse an expired fare product while offline.*

Question 35: Project Management & Deliverables Requirement: "For each different vehicle type, ASC will oversee the initial installation of onboard equipment. After ASC inspection and approval of the first unit of each different vehicle type, the Contractor will be able to proceed with installation based on the approved methodology. ASC will be performing quality assurance inspections as needed." What hardware is the vendor required to provide as part of this bid and why was hardware not listed in the cost proposal?

*Answer: Please see item 2 of this addendum.*

Question 36: Security Testing Requirements: "Prior to final system acceptance, the Mobile Application will need to be tested and evaluated by an independent third party entity, such as ICSA Labs (an independent division of Verizon) to mitigate against potential risks relating to maliciousness, vulnerabilities, reliability & privacy and a copy of certification and/or evaluation report will be provided." Will ASC be responsible for the cost of third party testing or is the vendor expected to pay the third party for their services?

*Answer: No, the Contractor will be responsible for all cost.*

Question 37: We request a 2 week extension for proposal due date.

*Answer: No. However, the due date has been extended to July 27, 2015*

Question 38: Is it possible to phase implementation for the various elements of this RFP: mobile ticketing, parking, and the loyalty program?

*Answer: Yes, this solution must be modular and scalable:*

- *Modular: each aspect of the solution can be activated independently, in phases*
- *Scalable: each aspect of the solution can be expanded in size and functionalities to accommodate ASC needs, from a simple to a complete services solution.*

Question 39: What are the requirements for the loyalty program listed in the customer application?

*Answer: See response to question 15.*

Question 40: How or will the application integrate with MARTA's existing mobile ticketing application?

*Answer: ASC MTA would not integrate with any proposed MARTA Mobile Ticketing Application in Phase 1.*

Question 41: Who is Atlanta Streetcar's existing payment processor?

*Answer: Wells Fargo Merchant Services*

Question 42: What is the city's plan for expanding mobile payment services to parking? Will this be for on-street parking, lots, or both?

*Answer: The City of Atlanta is looking to possibly use this MTA as one of many tools to expand mobile payment services into parking. Currently we are researching how to integrate this tool for use with parking lots, parking decks and on-street parking.*

Question 43: Can the City please provide the steps for obtaining a Federal Work Authorization number in the City of Atlanta?

*Answer: Please refer to the United States Citizenship and Immigration Services website at <http://www.uscis.gov/e-verify>.*

Question 44: Please provide a link for the City's Certified Firms.

*Answer: To access the Office of Contract Compliance's registry of vendors (certified and non-certified) visit <https://pro.prismcompliance.com/default.aspx>. Click the drop down arrow under "Visit a Jurisdiction", select "City of Atlanta", and click "go!". Once there, you may search by Industry or Certification to obtain your desired results.*

Question 45: Do you have to be authorized to conduct business in the State of Georgia to submit a proposal?

*Answer: Yes. In order to be deemed responsive proponents must submit evidence demonstrating their authority to transact business in the State of Georgia.*