



ANAHEIM TRANSPORTATION NETWORK

Request for Qualifications for the Development of a Mobility Application for ATN Ridership

QUESTIONS AND CLARIFICATIONS

- 1. In Section 2, there are a lot of pieces that require the mobile application connecting with other items to provide data, such as local transit agencies, vehicle location/arrival prediction, purchasing tickets form events, parking options, ect. The RFQ says that ATN will facilitate technical and business relationships with key partners, we are assuming that this means they have all have an open web API for us to connect into? We will need a lot more specification around these points in section 2.***

The public transit agencies that will participate in the application information dissemination, make their transit information available through general transit feed specifications (GTFS).

- 2. In regards to the profit share agreement. Are you planning on still paying for the entirety of the project in cash? Or you looking to leverage equity as a payment? Do you have a budget range that you are looking for the project to fall into?***

ATN does not intend to fund the project in its entirety. ATN's vision for this project is to create a P3 partnership between the ATN and the selected vendor (partner). Funds/commissions generated from the sales of attraction tickets, sporting event tickets, 3rd party transportation providers, etc., would be shared on a pre-agreed upon basis. Both parties would be required to set and meet goals and objectives to ensure equitable distribution of revenues and other service/product parameters.

- 3. Is it ok for us to mail in the hard copies or do they need to be dropped off in person? Do we need to submit a hard-copy of the proposal at ATN's mentioned address? Or submission through e-mail would be fine?***

The proposals may be mailed in OR emailed to ATN, as long as they are received by the deadline as outlined in Section 4 of the RFQ.

- 4. We are a 15 year old IT company based out of India. I just wanted to know whether you would be fine with outsourcing the project? Is an Indian company eligible (we don't have any physical presence in the US, but we have US client references to share with you). Just wanted to know if you are only looking for companies in US or open to work with companies outside of US.***

ATN will accept proposals from proposers outside of the United States, as long as they comply with the RFQ requirements and can comply with the Federal requirements. It is the responsibility of the Proposer to ensure that all clauses applicable to the Work of the Agreement resultant from this RFP are adhered to by the Consultant and its Sub-consultants when applicable.



ANAHEIM TRANSPORTATION NETWORK

**Request for Qualifications for the
Development of a Mobility Application for ATN Ridership**

QUESTIONS AND CLARIFICATIONS

Sec.	Contract Clause	Applicability to Type of Contract
1.	Fly America Requirements	When Transportation Paid By FTA Funds
2.	Energy Conservation Requirements	All
3.	Clean Water Requirements	Value > 100K
4.	Lobbying	All
5.	Access to Records and Reports	All
6.	Federal Changes	All
7.	Clean Air	Value > 100K
8.	Recycled Products	Value > 10K In Fiscal Year
9.	No Government Obligation to Third Parties	All
10.	Program Fraud and False or Fraudulent Statements and Related Acts	All
11.	Termination	Value > 10K
12.	Government-Wide Debarment and Suspension (Non-procurement)	Value > 25K
13.	Privacy Act	All
14.	Civil Rights Requirements	All
15.	ADA Access Requirements	All
16.	Breaches and Dispute Resolution	Value > 100K
17.	Patent and Rights in Data	Research Projects Only
18.	Disadvantaged Business Enterprise (DBE)	All
19.	Incorporation of FTA Terms	All
20.	Conformance with National ITS Architecture	Contracts and Solicitations for ITS projects only



ANAHEIM TRANSPORTATION NETWORK

**Request for Qualifications for the
Development of a Mobility Application for ATN Ridership**

QUESTIONS AND CLARIFICATIONS

5. Does this require onsite deployment of our resources? Or remote work would be fine?

Completing the project remotely is sufficient as long as the Proposer can fulfill all requirements as outlined in the Scope of Work.

6. In section 2 of the RFQ, the agency states that, "ATN will facilitate technical and business relationships with key partners (e.g. conventions, parking providers, and transit technology) to realize the above features." Has the agency initiated discussions with these partner entities about providing integrated services or have formal agreements in place that would allow for such arrangements envisioned by the agency?

ATN has brought to the attention of the Board of Directors the project and ATN's desire to work with key partners/stakeholders. The key stakeholders that would be involved in facilitating these arrangements are on the ATN Board of Directors. Formal agreements are not in place as of this date.

7. Does ATN have active transfer agreements with OCTA, Metrolink and other public or private transit providers in place that allow for mobile ticketing and/or seamless transfer from one system to another?

Interagency transfer agreements are in place with the other public transit agencies; however, not for mobile ticketing purposes.

8. Please describe what existing relationships are established by ATN to purchase tickets for theme parks, conventions, special events, parking garages, etc. It would be helpful to receive a table showing the venues under contract, types of tickets with values and venues that are target, but not yet under contract.

ATN does not currently have formal sales relationships in place for the purchase of tickets for events, as currently there is no available "product". However, ATN does have relationships with several on-line booking engines and operational relationships with these venues.

9. Does ATN expect the APP to search for, book and pay for all services? Meaning, if someone books a trip with a TNC, such as LYFT, will they purchase and pay for their trip directly from the ATN app? Likewise, will the APP provide a payment solution for public transit such as OCTA and Metrolink?

It is the goal of this RFQ to have the developed application provide payment within the application, and not transfer the customer out of the application to a third party. Revenue sharing opportunities would be generated by the cross-sale of tickets and services.



ANAHEIM TRANSPORTATION NETWORK

**Request for Qualifications for the
Development of a Mobility Application for ATN Ridership**

QUESTIONS AND CLARIFICATIONS

10. When is the expected launch date for the Mobility App?

ATN would like to see a launch by spring of 2018.

11. In section 5 e, the agency asks for, “A general outline of project, including a proposed schedule with key milestones and deliverable dates.” yet in section 2, the agency states that, “The following is a list of items that are desirable; however, due to the unique nature of this project do not represent minimum requirements.” How does the agency expect vendors to provide a “proposed schedule with key milestones and deliverable dates” without providing use cases for the app or specific requirements for the system?

Since this is the first step of a two-step procurement process, and this RFQ focuses on the Proposer’s qualifications and past experience to develop such an application, we are asking that Proposers to provide a best estimated development schedule based on the minimum goals established to date.

12. Does ATN plan on including a DBE requirement?

ATN’s annual DBE goal is 3.0%. However, there is no DBE requirement for this RFQ.

13. Please provide annual ridership figures for the past five years.

YEAR	RIDERSHIP In Million
2012	7.6
2013	8.2
2014	9.0
2015	8.9
2016	9.3

14. Please provide the most recent Fare Revenue by product data.

YEAR	PASSENGER FARE REVENUE In Million
2012	\$4.40
2013	\$4.50
2014	\$4.90
2015	\$6.38
2016	\$6.32



ANAHEIM TRANSPORTATION NETWORK

**Request for Qualifications for the
Development of a Mobility Application for ATN Ridership**

QUESTIONS AND CLARIFICATIONS

15. Is there a city taxi franchise agreement in place?

Yes, through the City of Anaheim. Refer to the link which describes this arrangement:
[http://local.anaheim.net/docs_agend/questys_pub/8255/8285/8288/11140/11261/6.%20Staff%20Report%20\(08_21_12\)11261.pdf](http://local.anaheim.net/docs_agend/questys_pub/8255/8285/8288/11140/11261/6.%20Staff%20Report%20(08_21_12)11261.pdf)

16. Please confirm that this Mobility app is replacing the existing ART Ticketing mobile app.

Yes, that is the intent.

17. Please clarify how ATN envisions the private/public partnership working. Does ATN have a specific business relationship in mind for APP development and some form of commission? How long does ATN see the public/private partnership term - 5, 10, 20 year terms?

ATN does not have a specific partnership model in mind and instead, is looking for Proposers to outline a partnership. ATN does envision this to be a long-term commitment, that may advance as technology evolves and as new services and platforms are developed/deployed.

18. Does ATN want a fare inspector APP for validating fares and enforcement?

It is not necessary, but would be a desirable feature to incorporate into the project.