



Anaheim Transportation Network Request for Qualifications

<u>Request for Qualification Information:</u>	<u>Submittals Delivered to:</u>
RFQ Name: Development of Mobility App for ATN Ridership	Physical Address: Anaheim Resort Transportation Attn: Diana Kotler 1354 S. Anaheim Blvd. Anaheim, CA 92805
Date Issued: May 19, 2017	Email Address: artinfo@atnetwork.org
Contact Person: Diana Kotler	
Phone #: 714.563.5287	
Email Address: artinfo@atnetwork.org	
Due Date: June 23, 2017 @ 4:00 p.m.PST	

General Information

1. NOTICE:

Notice is hereby given that letters of interest and statement of qualifications will be received by ATN, for the development of a mobile application that enhances our ridership experience.

2. PURPOSE/BACKGROUND:

The ATN ridership is growing and more connected than ever to their mobile devices. Our ridership demands instant access to transit alternatives that provide cost and travel duration. In addition, our ridership primarily utilizes public transportation to access events, theme parks, restaurants and hotels and requires the ability to purchase tickets for theme park or parking access prior to arrival. ATN is seeking a proven app developer that will provide a solution that meets our existing and future ridership's needs, through an integrated, seamless mobile application connecting travel choices with payment options.

The following is a list of items that are desirable; however, due to the unique nature of this project do not represent minimum requirements:

- a. Compatible with both Android and IOS, responsive on all browsers/platform and ADA compliant
- b. Application must be available for free download on Apple iTunes and Google Play as a minimum requirement
- c. Allow users to search for and purchase rides from local transit agencies (ART, OCTA, Metrolink, etc.), multiple on-demand providers (Lyft, Uber, Taxi) and private transportation operators (Megabus, Karmel Shuttle etc.)
- d. Display real-time vehicle locations and arrival predictions
- e. Allow riders to purchase tickets from theme parks, conventions or special events
- f. View parking options and prepay for parking
- g. Accommodate demand responsive features
- h. Customer questionnaire ability
- i. Future applications such as Wallet, luggage concierge, links with on-line booking engines to allow trip planning on a pre-arrival basis, as well as integration capabilities with other applications

ATN will facilitate technical and business relationships with key partners (e.g. conventions, parking providers, and transit technology) to realize the above features.

Not all functions and features are expected to be operational when the app is first introduced. Once a partner is selected as a result of the second solicitation process (refer to Section 8), ATN and the partner will determine priority and schedule of deployment for the functions.

ATN is seeking a developer that is willing to enter into a long term partnership. The contractual model is anticipated to be structured as a public/private partnership with a profit share agreement; however, any alternative will be considered as long as the alternative demonstrates that it provides a long term commitment to the ongoing maintenance of the application. Additional application options will be addressed through negotiations, resulting from the second solicitation process (refer to Section 8).

3. QUALIFICATIONS:

This project requires the firm to have the following qualifications:

- a. Three (3) or more years of related experience and a proven track record, as an individual firm or combined total of partner firms
- b. Experience working with numerous partners on complicated projects
- c. Experience developing and submitting applications to Apple/Google and compatible with IOS and Android mobile platforms
- d. Experience developing applications that connect to other provider applications (such as Lyft or Uber) and several deployment platforms as demand responsive functions with payment options
- e. Experience developing applications that handle monetary transactions

4. RFQ SCHEDULE:

Event	Date
RFQ Release	May 19, 2017
Vendor Questions (if any) transmitted to ATN via email	May 30, 2017 by 4:00 p.m. PST
Responses to Vendor Questions Published	June 6, 2017
Proposal Responses Due	June 23, 2017 by 4:00 p.m. PST
Interview Date (at ATN's Discretion, reserve the date)	July 10, 2017 9 a.m. to 5 p.m.
Short listed firms notified	July 14, 2017

5. SUBMITTAL REQUIREMENTS:

Responses to this RFQ must include the following information:

- a. A cover letter/statement of interest, signed by an officer of the firm, indicating the firm's interest in the project and highlighting its qualifications to perform this project. A summary of firm's experience in application development and development philosophy or approach.
- b. If a partnership is being formed for this project proposer must establish the primary partner, outline the partnership agreement, detail the work plan for each partner, and provide the experience and qualifications for each partner.
- c. A description of the firm's experiences working with several partners, private and/or public developing applications.
- d. Statement of qualifications, including related experience with similar types of projects and specific qualifications or resumes of key team members such as proposed Project Manager, Project Principal, lead programmer, sub consultant firms, etc, arranged in a Team Organizational Chart.
- e. A general outline of project, including a proposed schedule with key milestones and deliverable dates.
- f. Description of three (3) examples of similar projects.
- g. A minimum of three (3) references relating to completed projects for the services being requested with full name, title, email address and phone number.
- h. Responses must be limited to no more than five (5) double sided sheets, excluding specific project examples, references, resumes and covers.
- i. Provide three (3) hard copies or one (1) electronic copy of your submittal.

6. PROPRIETARY PROPOSAL MATERIAL:

Proposals may be subject to public disclosure under the California Public Records Act and other public records laws. Any proprietary information revealed in the proposal should, therefore, be clearly identified as such.

Consultant agrees to indemnify and defend ATN in the event ATN withholds production of records which Consultant has marked "Confidential" "Trade Secret" "Proprietary", or similar designations, that are responsive to a Public Records Act request pursuant to California Government Code section 6250, et seq. or a Freedom of Information Act request.

7. EVALUATION CRITERIA:

Evaluations will be based on the criteria listed below:

- a. Experience of firm with similar projects;
- b. Experience of proposed project team and key team members;
- c. Overall quality of statement of qualifications; and
- d. Innovative approaches and proposed solutions to issues associated with this project

8. EVALUATION RESULTS / SOLICITATION NEXT STEPS:

As a result of the RFQ evaluations, ATN will select a limited number of consultants to participate in a more detailed solicitation that will result in the execution of a contract approved by the ATN Board of Directors. Only consultants that qualify as a result of this RFQ process, will be permitted to propose in response to the detailed solicitation. The anticipated schedule for the subsequent solicitation is as follows:

Publication Date	July/Early August 2017
Pre Proposal Meeting	August 2017
Proposals Due	October 2017
Evaluation and Selection	October 2017
Award of Contract	November 2017

9. QUESTIONS:

Questions regarding this project may be directed to Diana Kotler, ATN Executive Director, via email only at artinfo@atnetwork.org. Any oral communications will be considered unofficial and non-binding on ATN. Any questions will be answered in writing and distributed to all interested parties.

10. REJECTION OF SUBMITTALS:

ATN reserves the right to reject any and all submittals and to waive irregularities and informalities in the submittal and evaluation process. This RFQ does not obligate ATN to pay any costs incurred by respondents in the preparation and submission of their qualifications. Furthermore, the RFQ does not obligate ATN to accept or contract for any expressed or implied services.

11. EQUAL OPPORTUNITY EMPLOYMENT:

The successful consultant or consultants must comply with ATN's equal opportunity requirements. ATN is committed to a program of equal employment opportunity regardless of race, color, creed, sex, age, nationality or disability.

12. TITLE VI:

It is the policy of ATN to assure that no person shall, on the grounds of race, color, national origin or sex, as provided by Title VI of the Civil Rights Act of 1964, be excluded from participation in, be denied the benefits of, or be otherwise discriminated against under any of its federally funded programs and activities.

13. NON-COLLUSION:

Submittal and signature of a statement of qualifications swears that the document is genuine and not a sham or collusive, and not made in the interest of any person not named, and that the consultant has not induced or solicited others to submit a sham offer, or to refrain from proposing.

14. COMPLIANCE WITH LAWS AND REGULATIONS:

In addition to nondiscrimination and affirmative action compliance requirements, the consultant or consultants ultimately awarded a contract shall comply with federal, state and local laws, statutes and ordinances relative to the execution of the work. This requirement includes, but is not limited protection of

public and employee safety and health; environmental protection; waste reduction and recycling; the protection of natural resources; permits; fees; taxes; and similar subjects.

15. FEDERAL FUNDING:

Inasmuch as the services in the future RFP are to be purchased with Federal assistance authorized by the Department of Transportation and Federal Transit Administration (FTA) laws and regulations codified at 49 USC §§ 5301 et seq.; or Title 23, United States Code (Highways); or the Transportation Equity Act for the 21st Century, Pub. L. 105-178, June 9, 1998, 23 USC § 101 note, as amended by the TEA-21 Restoration Act, Pub. L., 105-206, July 22, 1998, 23 USC § 101 note, (TEA-21), Moving Ahead for Progress in the 21st Century Act (MAP 21), Pub. L. 112-141, July 6, 2012, and other further amendments thereto, Fixing America's Surface Transportation (FAST) Act, Public Law No: 114-94 , as may be amended, or other Federal enabling laws administered by FTA and guidance thereto, including without limitation FTA Circular 4220.1F and amendments thereto, the Consultant will be required to comply with all terms and conditions prescribed for third party contracts in a grant contract between the United States Department of Transportation and ATN and to flow all applicable federal provisions down to Sub-consultants at every tier. Federal provisions applicable to this Agreement and third party contracting in general are found at <https://www.transit.dot.gov>.