OCTA

AFFILIATED AGENCIES

Orange County Transit District

Local Transportation Authority

Service Authority for Freeway Emergencies

Consolidated Transportation Service Agency

Congestion Management Agency

Service Authority for Abandoned Vehicles

December 22, 2022

SUBJECT: Request for Information (RFI) 2-3045
"Mobile Ticketing and Fare Integration Project"

All:

The Orange County Transportation Authority (OCTA), on behalf of the Los Angeles-San Diego-San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency), is releasing a Request for Information (RFI) to provide an opportunity for firms to review the attached draft Scope of Work and provide information regarding currently available products or customized solutions in order to meet the LOSSAN Agency's objectives. The LOSSAN Agency would also like to receive estimates on all potential costs associated with the project.

Participation in this process is optional and no contracts will be awarded under this RFI. Please be advised that the LOSSAN Agency reserves the right to accept and reject any comments to the Scope of Work.

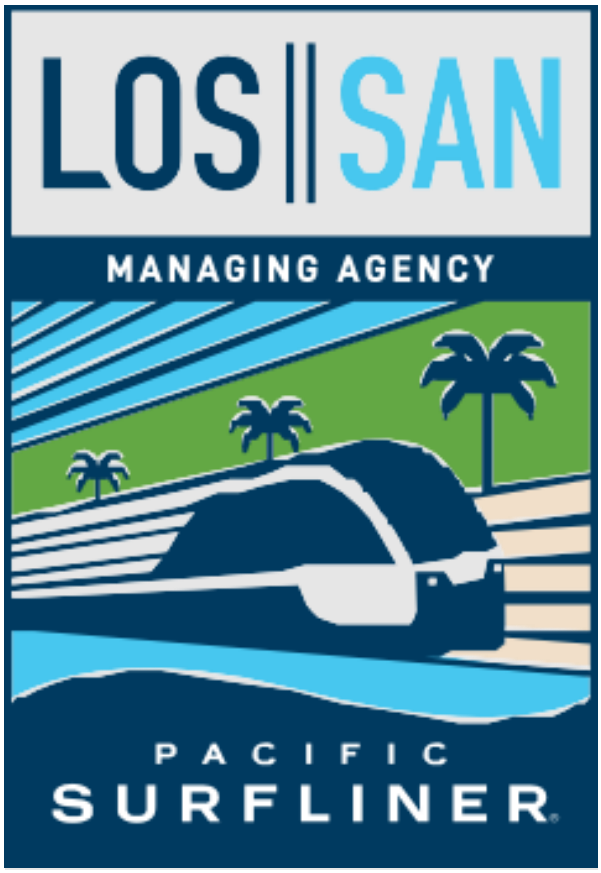
If you have any questions regarding this RFI, please contact the undersigned via email at ideneau@octa.net no later than 5:00 p.m. on January 12, 2023. All questions regarding this RFI must be in writing. Responses from OCTA will be posted on CAMM NET.

Please submit all RFI responses via email to ideneau@octa.net by **2:00 p.m., February 3, 2023.**

Sincerely,

Iris Deneau
Senior Contract Administrator
Contracts Administration and Materials Management

Draft Scope of Work
Mobile Ticketing and Fare Integration Project Concept



BACKGROUND

The 351-mile Los Angeles-San Diego-San Luis Obispo (LOSSAN) Rail Corridor travels through a six (6)-county region in Southern California and is the second busiest intercity passenger rail corridor in the United States, as well as the busiest state-supported route within the Amtrak system. The LOSSAN Rail Corridor Agency (LOSSAN Agency) is the joint powers authority responsible for increasing ridership, revenue, capacity, reliability, coordination, and safety along the LOSSAN Corridor. This includes locally managing the operation of the Amtrak Pacific Surfliner, which receives operating assistance from the California Department of Transportation (Caltrans). The LOSSAN Agency is staffed by the Orange County Transportation Authority (OCTA) as its managing agency.

Per the operating and maintenance agreement for the Pacific Surfliner, Amtrak currently is responsible for all ticket sales and fare collection activities. This includes offering mobile ticketing for the Pacific Surfliner through the Amtrak mobile application throughout its national system. The Amtrak mobile application allows passengers to access features such as purchasing tickets, checking their train arrival status, and participating in the Amtrak Guest Rewards (AGR) customer loyalty program to earn points each time they travel with Amtrak.

As Amtrak has exclusive rights over its mobile application, the LOSSAN Agency does not have the ability to control available features or user experience for passengers who use mobile ticketing to travel on the Pacific Surfliner. The LOSSAN Agency receives limited passenger demographic and travel behavior data from Amtrak, making it challenging to segment the Pacific Surfliner passenger base for creating targeted marketing campaigns to encourage new and returning ridership. Furthermore, the LOSSAN Agency currently does not have the ability to integrate with the fare collection systems of local public transit agencies providing first-mile/last-mile connections to Pacific Surfliner stations. Within the Transit Transfer Program (TTP), Pacific Surfliner passengers can receive a free one (1)-way transfer from a Pacific Surfliner station onto a connecting local transit service operated by a participating agency. The LOSSAN Agency currently can only partner with transit operators that are able to perform visual validation of Pacific Surfliner tickets, which limits the customer demographic and travel behavior data gathered for the TTP. The LOSSAN Agency also cannot pursue innovative solutions such as serving as a third-party mobile ticketing sales outlet for interested transit agencies, which would provide a more convenient means for passengers to purchase mobile fares for connecting transit systems and encourage use of public transit while at their destination.

PROJECT CONCEPT OVERVIEW

The LOSSAN Agency is currently developing a project concept for a directly managed mobile ticketing solution for the Pacific Surfliner. The desired approach for initial implementation involves developing a new front-end mobile application branded specifically for the Pacific Surfliner, referred to throughout this document as the "PS App." While the LOSSAN Agency would have direct control over features and user experience for the PS App, the Amtrak booking system would serve as the back office for ticket sales and fare revenue collection, allowing Amtrak to retain responsibility for these functions. This model was developed based on Amtrak's existing business-to-business (B2B) programs, where third-party platforms can integrate with Amtrak's Application Programming Interface (API) for selling tickets through its booking system while providing their own front-end platforms for customer use.

The solution will be required to have the capability to allow the LOSSAN Agency to transition to a new back-office system for handling ticket sales and fare revenue collection functions in the future should the LOSSAN Agency wish to assume these responsibilities from Amtrak in the future. The solution vendor (Vendor) would be required to cooperate with the back-office system vendor to ensure minimal impact to both the LOSSAN Agency and its passengers if such a transition were to occur. At this time, there is neither a determination of whether the LOSSAN Agency will pursue this strategy in the future nor a timeframe for transitioning to a new back-office system.

PROJECT CONCEPT OBJECTIVES

The key objectives which the LOSSAN Agency would seek to achieve through implementation of the project concept include the following:

Create a User Experience Oriented Specifically for the Pacific Surfliner

Because Amtrak uses the same mobile ticketing application for the Pacific Surfliner as it does for all other routes within its system, passengers who currently purchase mobile tickets for travel on the Pacific Surfliner only receive general promotional and travel information from Amtrak, and do not receive route-specific information. The LOSSAN Agency does not currently have the ability to use the existing Amtrak mobile application as a source to provide passengers with information about destination cities, attractions and points of interest, special discounts and promotions being offered specifically for the Pacific Surfliner, or information about options for first-mile/last-mile connections. Through development of the PS App, not only could the LOSSAN Agency motivate ridership through special fare discounts, but also through strategies such as providing trip ideas and inspiration that highlight the comfort and convenience of taking the Pacific Surfliner versus other means of transportation. The LOSSAN Agency would develop the PS App

as a comprehensive resource for passengers to turn to for all their needs related to using the Pacific Surfliner to travel to major destinations throughout Southern California.

Unify the Riding Experience for Passengers

Currently, passengers may need to download, configure, and access multiple applications on their mobile device when using the Pacific Surfliner to travel to their destination. While the Amtrak mobile application allows for passengers to purchase Pacific Surfliner tickets and check the status of their train, the Amtrak mobile application's trip planning features are limited to Amtrak passenger rail and Thruway bus services, requiring a passenger to use a second mobile application for multimodal connections involving local public transit. Furthermore, a passenger who requires use of a connecting transit agency's system beyond any available one (1)-way transfer from the train station through the TTP is required to also download the mobile ticketing application for each transit agency they wish to travel with.

The LOSSAN Agency seeks to unify trip planning and fare payment functions for both the Pacific Surfliner and multimodal connections within the PS App, allowing for passengers to require just one (1) mobile application to perform the same functions that previously required multiple mobile applications. Within this objective, the LOSSAN Agency desires for the solution to have the capability to serve as a third-party mobile ticketing sales outlet, allowing the LOSSAN Agency to partner with interested connecting public transit agencies to sell their mobile fares through the PS App. Under this approach, Pacific Surfliner passengers would be able to purchase mobile tickets for travel on a connecting public transit agency's system without having to configure a second mobile application. This concept aligns with the goal of the California Integrated Travel Project (Cal-ITP) to develop solutions that provide seamless transfers between different transit systems throughout the state.

Enhance the Tools and Resources Available to Passengers for Trip Planning

Whereas the Amtrak mobile application only provides trip planning tools for Amtrak services, the LOSSAN Agency would incorporate an enhanced multi-modal trip planner capable of planning first-mile/last-mile connections, as well as real-time arrival information for transit agencies which publish it for third-party applications. This objective aligns with the Cal-ITP goal to improve trip planning information and access to real-time arrival information for the various systems throughout California. In addition, the LOSSAN Agency would be able to use the PS App to provide other relevant information for passengers traveling on the Pacific Surfliner, including destination information, available discounts for train tickets and attractions, and service alerts.

Improve the LOSSAN Agency's Customer Analytics and Market Segmentation Capabilities

With the LOSSAN Agency currently not receiving comprehensive demographic and travel behavior data from Amtrak for customers who purchase mobile tickets to ride the Pacific Surfliner, the PS App would provide the LOSSAN Agency with advanced analytical capabilities including, but not limited to, account creation, station pairs, day and time of travel, and fare type used to travel. The LOSSAN Agency would have the ability to use this information to segment passengers into subgroups based on a variety of criteria, allowing for the development of messaging, surveys, and promotional campaigns targeted to specific segments within the Pacific Surfliner's passenger base.

SYSTEM REQUIREMENTS AND VENDOR QUESTIONS

The following section provides an overview of key system requirements which the LOSSAN Agency would seek to incorporate as part of implementing the PS App. Within each section is a set of questions provided for your response as part of this RFI process. If the LOSSAN Agency decides to implement the project concept, a competitive procurement process will be used to select the Vendor that will deliver and maintain the solution.

The purpose of this Request for Information (RFI) is to provide the LOSSAN Agency with the opportunity to learn from vendors about all potential solutions available from the marketplace which may be able to meet its needs for this project, including innovative solutions which may deviate from the system requirements outlined in this draft Scope of Work (SOW). Vendors are welcome to propose alternative approaches to the key system requirements listed in this draft SOW, such that a thorough explanation can be provided of how alternative solutions will still meet the project concept objectives provided in this RFI. Vendor input gathered from this RFI process will be used in developing the final SOW for a competitive procurement process should the LOSSAN Agency formally implement the project. Vendors are encouraged to share insight into best industry practices in their responses to the questions below, especially if proposing an alternative approach that deviates from the key system requirements provided in this draft SOW.

Part I: Systems Integration Requirements

Amtrak

- The solution should be able to integrate with the API for the Amtrak booking system as the back-office system that will facilitate ticket purchases and fare revenue collection. The solution will follow Amtrak's B2B model that allows for third-party platforms to connect to its API for selling train tickets.

- The solution should allow for users to connect their AGR account to their PS App account for the purpose of earning points for travel on the Pacific Surfliner, as well as the ability to redeem rewards.

- The solution should have the ability to capture and report comprehensive demographic and travel behavior data when users access the Amtrak booking system through the PS App.

Other Transit Agencies

- Although the Amtrak booking system will facilitate ticket sales and fare revenue collection activities, the PS App should have back-office infrastructure to allow for integration with the fare collection systems of other transit agencies for the TTP. The solution should incorporate open architecture and provide an API to allow for easily integrating with the APIs for the fare collection systems of other transit agencies.

- The solution should be able to accommodate the variety of fare validation methods in use by transit agencies along the LOSSAN Corridor and be able to generate transfers on a user's smartphone based on the specific technology used by each agency. These technologies include, but are not limited to, two (2)-dimensional barcodes such as quick response (QR) and Aztec codes, Near Field Communication (NFC), and Bluetooth Low Energy (BLE).

- Integration with fare collection systems should include the capability for the solution to serve as a third-party mobile ticketing sales outlet for local public transit agencies interested in partnering with the LOSSAN Agency to sell their mobile fares through the PS App.

- The solution should have the capability to integrate with the fare collection systems of the following public transit and commuter rail operators, either for purposes of one (1)-way transfers under the TTP or to allow for the PS App to serve as a third-party mobile ticketing sales outlet for an interested operator:
    - San Diego Metropolitan Transit System
    - North County Transit District
    - City of Irvine – iShuttle
    - OCTA
    - Anaheim Resort Transit
    - Los Angeles County Transportation Metropolitan Authority
    - Southern California Regional Rail Authority
    - Glendale Beeline
    - Ventura County Transportation Commission Intercity Bus
    - Gold Coast Transit

- Santa Barbara Metropolitan Transit District
- South County Transit
- San Luis Obispo Regional Transit Authority
- City of San Luis Obispo Transit

Capability to Transition to a New Back-Office System in the Future

- If the LOSSAN Agency were to assume responsibility from Amtrak for ticket sales and fare collection functions in the future, the vendor to develop the back-office system would be selected through a competitive procurement process. Therefore, a different vendor may provide the back-office system than the Vendor providing the PS App. The PS App Vendor would be required to cooperate with the LOSSAN Agency's selected back-office vendor to integrate systems and ensure full functionality of ticket sales and fare revenue collection within the PS App.

Vendor Questions

1. Considering Amtrak's B2B model that would be used for facilitating ticket sales and fare revenue collection within the PS App, what experience do you have developing a mobile application that integrates with a third-party solution for payment processing?

2. Do you have any experience developing or otherwise working with either the front-end mobile applications or fare collection systems for any of the listed transit agencies where the capability to integrate is required? If so, describe the project(s) completed for the transit agency(ies).

3. Do you have experience developing a front-end application that can serve as a third-party reseller of mobile fares for another transit agency? If so, describe the project(s) completed and the transit agency(ies) involved. If not, what challenges would you foresee in developing a front-end application that allows for the PS App to serve as a third-party mobile ticketing sales outlet?

4. What challenges, if any, would you anticipate with integrating with Amtrak's booking system for facilitating ticket sales and fare revenue collection?

5. How would the solution be designed to be capable of transitioning to a new back-office system in the future if LOSSAN were to assume responsibility for ticket sales and fare revenue collection?

6. What challenges, if any, would you anticipate with a transition to a back-office system from a different vendor? Describe any experience you have developing

either a mobile ticketing or fare collection system that involved integrating with a system developed by a different vendor.

7. Do you have any additional feedback, recommendations, or information about potential solutions relevant to Part I that you would like to share that has not already been addressed in one of the previous questions?

Part II: Requirements for the Front-End Mobile Application

Availability and Accessibility

- At minimum, the PS App must be available on the Android and iOS mobile operating systems. To ensure functionality of the Transit Transfer feature, the PS App should only be made available on smartphones and not on tablets.

- The PS App should be a lightweight mobile application that is designed to minimize the use of system resources on a user's smartphone.

- The PS App should be designed to be accessible for individuals with disabilities in accordance with Web Content Accessibility Guidelines. The PS App should be compatible with accessibility tools on a user's device such as screen readers, color and contrast controls, zoom and magnification tools, motion and animation controls, and visually responsive text sizing.

- The PS App should have multilingual capabilities. For initial launch of the PS App, the Vendor should staff-translate all content into Spanish. Computer-generated translations should be automatically provided for all content which the LOSSAN Agency adds to the PS App after initial launch, with the Vendor providing a means for the LOSSAN Agency to review and modify computer-generated translations. The LOSSAN Agency should also have the ability to implement computer-generated translations in other languages, with the ability to review and modify them as well.

Data Connection Requirements

- The PS App may require an active data connection during the ticket purchase process, when the trip planner is being used, and for accessing web-based content created by the LOSSAN Agency for the PS App, and for the PS App to determine whether a user has lifted tickets before allowing them to access the Transit Transfer feature.

- An active data connection should not be required for a user to access their tickets, display ticket QR codes, or for generating a transfer onto a connecting local transit service through the Transit Transfer feature.

Account Creation Requirements

- A user account should be required to be able to purchase and use tickets through the PS App. However, the trip planner and general information features should be accessible on the PS app even for users who do not have an account.

- The minimum information required for a user to setup an account should be their full name, home zip code, email address, and date of birth, in accordance with passenger manifest requirements for Amtrak. The PS App should be able to automatically populate this information when the user purchases a ticket for themselves through the Amtrak booking system.

- As described under Part I: Systems Integration Requirements, the PS App should allow for a user to link their AGR profile to their user account and this information should automatically populate during the ticket purchase process.

- A user should use their email address as the username to login to the PS app. The minimum password requirements should include a minimum of eight (8) characters, which should include at least one (1) capital letter, one (1) lowercase letter, and one (1) digit. Once a password is created, the user should have the option to use any biometric login features available on their device instead of having to enter their password when logging in to the PS App.

- A user should be able to store a preferred credit or debit card to use when paying for tickets through the PS App. The PS App should automatically populate the required fields within the Amtrak booking system with the user's preferred payment method.

- A user should be able to easily locate the Settings section of the app to modify their profile details. The Settings section should also allow for a user to easily delete their PS App account if desired.

Pacific Surfliner Ticket Purchase Process

- When a user purchases a ticket through the PS App, they will first be directed to a ticket widget provided by Amtrak, where they will enter trip details, promotional codes, and select whether to use a stored preferred payment method. Once the user provides this information, they will be redirected to the Amtrak booking system within the PS App.

Ticket Wallet

- A Ticket Wallet feature should be provided for users to easily access their Pacific Surfliner tickets, as well as mobile tickets purchased for public transit agencies which have a partnership with the LOSSAN Agency to have the PS App serve as a third-party mobile ticketing sales outlet. Mobile tickets for the Pacific Surfliner should be distinguished from those for use on public transit systems.

- The Ticket Wallet should allow users to activate public transit mobile fares prior to use.

- The Ticket Wallet should include a "Past" section for Pacific Surfliner tickets the day after their scheduled use, as well as expired passes for public transit agencies.

- A Transit Transfer feature should be accessible through the Ticket Wallet for passengers redeeming a free one (1)-way transfer from a Pacific Surfliner station onto a local connecting public transit service.

- Users should be able to modify or cancel a ticket through integration with the Amtrak booking system.

Transit Transfer Feature

- When a user selects the Transit Transfer feature from the Ticket Wallet, they should be directed to a menu that lists all participating agencies in the TTP. The user should select the agency they wish to redeem a one (1)-way transfer and the total number of passengers that will be transferring (with the maximum number of passengers transferring based on the number of ticketed passengers within the user's Ticket Wallet for that day).

- A prompt should appear to instruct the user on how to validate the transfer on the connecting local public transit service, whether it is visual validation with the operator, scanning a two (2)-dimensional code, or tapping their device on a validator while a wireless signal is emitted.

- Once the user has reviewed the instructional prompt, the visual validation screen or two (2)-dimensional barcode should be displayed, or the user's device should emit the appropriate wireless signal (such as NFC, BLE, etc.) for validation. Whenever compatible with the connecting transit agency's validator, one (1) screen, two (2)-dimensional barcode, or wireless signal should account for multiple passengers traveling together.

- The transfer screen should include at minimum the following information:
    - The logos of both the Pacific Surfliner and the connecting transit agency
    - The current date and time
    - Either the number of passengers the transfer is valid for if multiple transfers can be validated at the same time or an arrow function to allow the user to access the transfers for multiple passengers.

Trip Planner

- In addition to the General Transit Specification Feed (GTFS) information that Amtrak generates for the Pacific Surfliner, the trip planner should incorporate information for any transit agency within a fifty (50)-mile radius of the LOSSAN Corridor that provides a GTFS feed for third-party applications. Real-time GTFS feeds should be incorporated from any transit agency within the fifty (50)-mile radius that provides them. Furthermore, the trip planner should also have the capability to incorporate real-time arrival information from any transit agency that provides their feed through an API.

- The trip planner should prioritize itineraries that include the Pacific Surfliner whenever possible.

- The trip planner should be able to provide a fare estimate at least for use of the Pacific Surfliner when generating itineraries for users. The trip planner should also be able to provide fare estimates for use of public transit whenever an agency makes such information available to third-party applications.

- The LOSSAN Agency should have the ability to determine whether rideshare services are included within the trip planner, as well as restrict rideshare options to a specific transportation network company (TNC) that it may have a partnership with. The LOSSAN Agency should have the ability to feature any available promotional codes it is offering for use on the TNC's rideshare services.

Embedded Web Content

- The LOSSAN Agency should have the ability to embed mobile web pages within the PS App. The user should be able to view all such content within the PS App and not be redirected to their device's mobile web browser to view the content.

Customer Loyalty Program

- The Vendor should be able to provide a customer loyalty program component to the solution that would operate in conjunction with the current AGR program. The

customer loyalty program should allow for a user to earn points from travel on the Pacific Surfliner that can be redeemed for rewards.

Vendor Questions:

1. What features would you incorporate within the front-end application to ensure an overall user-friendly experience?

2. How would you design the front-end application to ensure it is accessible for individuals with disabilities?

3. If a user were to request to delete their PS App account, would deletion be immediate or is there a timeframe between the user's request and when deletion is executed?

4. How long would you retain user account data after an account is deleted?

5. Describe the trip planner you would develop for the solution, including whether the trip planner's logic would be proprietary or rely on a third-party platform such as Google Maps. Describe your experience developing trip planners in the past for similar projects.

6. Describe, if any, your experience developing a solution that integrates with rideshare services provided by a TNC.

7. Describe the customer loyalty program component that you would be able to provide as part of the solution, including whether you would create the component directly or would partner with a third-party provider to deliver it.

8. Do you have any additional feedback, recommendations, or information about potential solutions relevant to Part II that you would like to share that has not already been addressed in one of the previous questions?

Part III: Requirements for the LOSSAN Agency's Administration of the Solution

Web-Based Administrative Dashboard

- The Vendor should provide the LOSSAN Agency with a web-based dashboard for administering the solution. The LOSSAN Agency should be able to create user accounts for its staff and assign specific permissions levels to each user account.

- The dashboard should include configuration and content management tools to maximize the LOSSAN Agency's ability to administer the PS App itself. For the

front-end application, the LOSSAN Agency should be able to edit text on existing screens, modify screenflows, add new buttons and sections, and create new content, including web-based content embedded within the PS App. The solution should also allow for the LOSSAN Agency to directly manage transfer policies and business rules related to the Transit Transfer feature.

Data Access and Storage

- All reports and data generated by the solution should be the sole property of the LOSSAN Agency and should not be shared or distributed without the LOSSAN Agency's written authorization.

- All data should be stored in a central data warehouse, with the Vendor providing a full data dictionary and schema for the warehouse. The LOSSAN Agency should have read-level access to the data warehouse through a secure connection. The LOSSAN Agency should have the ability to query the database directly, export data into a variety of formats, and establish a connection to a third-party reporting tool such as Tableau.

- If the Vendor applies an encryption device or algorithmic masking formula to achieve data security at the collection source, a utility program should be provided to the LOSSAN Agency that can be applied to the encrypted data to de-encrypt it into a readable and portable format.

Analytics Tools

- The dashboard should provide the LOSSAN Agency with real-time performance data for the solution. A comprehensive set of analytics and reporting tools should be provided within the solution to assess performance of the PS App and the TTP.

- The LOSSAN Agency should be able to generate a wide variety of stock and custom reports using a wide range of metrics. Stock reports should include, but are not limited to, reports related to ridership, sales, customer demographics, and device and system performance.

- The dashboard should be able to produce raw data in a variety of formats including, but not limited to, CSV, XLSX, PDF, and TXT files.

Marketing Tools

- The dashboard should include a comprehensive set of marketing tools to allow the LOSSAN Agency to develop customer communications and promote the

Pacific Surfliner. These tools should allow for the LOSSAN Agency to segment PS App users based on a variety of criteria.
    - This should include the ability to generate automated email messages, pop-up messages within the front-end application, and surveys both for all users, as well as for specific segments.

- Features for the PS App which should be available for the LOSSAN Agency to configure itself within the dashboard include, but are not limited to, popup messages, alerts, and the integrations described in Part I: Systems Integration Requirements with the LOSSAN Agency's third-party communications and marketing platforms.

Vendor Questions

1. Describe the specific tools your solution would provide to allow for the LOSSAN Agency to segment its passenger base. Include examples of potential analysis the LOSSAN Agency would be able to conduct and how such analysis would help the LOSSAN Agency better understand passenger needs and preferences.

2. With the requirement that the dashboard provide configuration and content management tools that allow the LOSSAN Agency to take a direct role in administering the PS App, describe potential limitations of these tools and scenarios where your involvement would still be required for configuring the solution?

3. Do you have any additional feedback, recommendations, or information about potential solutions relevant to Part III that you would like to share that has not already been addressed in one of the previous questions?

Part IV: Technical Requirements for the Solution

Hosting

- The solution should be cloud-based, with the Vendor responsible for hosting and maintaining the solution. Neither the LOSSAN Agency nor OCTA will provide any servers or network drives for purposes of hosting the solution.

- The Vendor should develop a comprehensive business continuity and disaster recovery plan that ensures the solution is in a continuously operational state and the unintended destruction or loss of user data is prevented.

Data Security and Privacy

- The most current industry and U.S. Government techniques should be incorporated within the solution at all times to ensure data is safeguarded from unauthorized access or use. The platform should be designed and maintained to ensure it is protected from any known cyberattack or computer virus.

- All Personally Identifiable Information (PII) must be encrypted in accordance with both federal and State of California requirements.

- The solution must be fully compliant and maintain compliance with the latest version of the Payment Card Industry Data Security Standard (PCI-DSS) to maintain security in the handling of a user's credit and/or debit card information.

System Updates

- The Vendor should implement system updates on a smaller, more frequent basis to minimize the number of changes the LOSSAN Agency and/or PS App users must adapt to per update. This practice also ensures the Vendor can more easily rollback a new update if issues are encountered after it is implemented.

Technical Support Requirements

- The Vendor will be responsible for providing all ongoing technical support for the operation of the solution. Neither the LOSSAN Agency nor OCTA will be providing technical support for the solution.

- The Vendor should be available to provide technical support twenty-four (24) hours a day, seven (7) days a week, and must be able to respond within one (1) hour of the occurrence of a critical system issue.

- The LOSSAN Agency should have the ability to submit help tickets to the Vendor for technical support needs, as well as be able to request technical support from the Vendor via telephone.

- Before the solution is implemented, the Vendor would be required to provide virtual training using a "train-the-trainer" approach to LOSSAN Agency staff on administering the solution, including the use of the administrative dashboard. The Vendor should provide comprehensive written training materials in PDF format for the LOSSAN Agency to retain for reference and use for training future new staff members itself.

- The Vendor will be required to virtually meet with the LOSSAN Agency at least once per calendar month to discuss performance of the solution and ongoing technical issues.

- The Vendor will be required to provide a full service and maintenance warranty for the initial term of the agreement for the solution. The Vendor will be required to propose fixed price warranty extension options that the LOSSAN Agency may exercise for any option term which is executed after the initial term of the agreement is completed.

Vendor Questions

1. Describe the elements you would incorporate within the solution to safeguard data and protect the solution from cyberattacks or other threats.

2. For the business continuity and disaster recovery plan, describe the approach you would use to prevent the unintended destruction or loss of customer data.

3. Describe the approach you would use to ensure the solution is operational and accessible by the LOSSAN Agency and PS App users twenty-four (24) hours a day, seven (7) days a week. What mechanisms and/or strategies would you use to quickly restore operation and accessibility of the solution if a system outage were to occur?

4. The solution involves allowing PS App users to store a preferred credit or debit card for payment when purchasing Pacific Surfliner tickets, where payment information will be automatically populated within the Amtrak booking system. What specific elements would you incorporate within the solution to ensure PCI-DSS compliance and ensure the protection of sensitive payment information processed through the PS App?

5. Describe the coverage you would provide under a full service and maintenance warranty, along with any items you would specifically exclude from the warranty.

6. Describe the testing plan you would propose using prior to launching the PS App to the public, including during the design and development phases.

7. Describe the routine performance testing you would conduct and the Key Performance Indicators you would establish for ensuring optimal performance of the solution, including during peak travel periods when passenger use of the PS App is expected to be higher.

8. Do you have any additional feedback, recommendations, or information about potential solutions relevant to Part IV that you would like to share that has not already been addressed in one of the previous questions?

VENDOR QUESTIONS PERTAINING TO COST AND IMPLEMENTATION

The purpose of the following set of questions is to assist the LOSSAN Agency in estimating the cost associated with the initial setup and ongoing operation of the PS App. Information provided in responses to the following questions will be used to determine the budgetary resources required to implement the solution. Should an official decision be made by the LOSSAN Agency to implement the solution, interested vendors would be required to submit an official cost proposal as part of a competitive procurement process.

Vendor Questions

1. What initial startup costs would you foresee to develop the PS App solution as described in this draft SOW? Please provide a detailed breakdown and estimated amounts of these initial costs (software, equipment, personnel, travel, etc.).

2. What are the ongoing operational costs you would foresee once the PS App is launched for public use? Please provide a detailed breakdown and estimated amounts of these ongoing costs (software, equipment, personnel, travel, etc.) and identify whether each cost is fixed or variable.

3. The LOSSAN Agency anticipates working with individual transit agencies over time to integrate with their fare collection systems and allow for electronic validation of Pacific Surfliner transfers. What initial and ongoing costs would you foresee each time the LOSSAN Agency wishes to integrate fare collection systems with another transit agency? Please provide a detailed breakdown and estimated amounts of these costs (software, equipment, personnel, travel, etc.).

4. Do you have any experience working with a public agency to develop a solution that was either partially or fully funded by a grant program? If yes, describe each agency worked with, the project developed, and the grant program(s) which provided financial support for the project.

5. What is the approximate timeframe you would anticipate for the design, development, testing, and launch of the solution as described in this draft SOW?