



# TOWN OF JACKSON TOWN COUNCIL AGENDA DOCUMENTATION

**PREPARATION DATE:** May 29, 2018  
**MEETING DATE:** June 04, 2018

**SUBMITTING DEPARTMENT:** START  
**DEPARTMENT DIRECTOR:** Darren R Brugmann  
**PRESENTER:** Darren Brugmann, START Director

**SUBJECT:** RFP 18-18: Award for Mobile Ticketing/Electronic Fare System

## STATEMENT/PURPOSE

The purpose of this item is for Town Council to consider awarding contract negotiations with RouteMatch, Inc. for START's Mobile Ticketing/Electronic Fare System – The Request For Proposal (RFP) process winner for RFP 18-18.

## BACKGROUND/ALTERNATIVES

Currently, fares for utilizing the START Bus system are collected manually. The advancement in transit technology in recent years has pushed Mobile Ticketing to the forefront. A number of major transit systems in the country have recently adopted new fare payment technologies. The Town of Jackson believes that the benefits of Mobile Ticketing technology are significant and critical to each system's ability to attract new riders and grow ridership in the future. As a means to increase ridership, the Town of Jackson envisions providing greater fare payment options, convenience and flexibility for its transit riders. Also, the importance of accountability and the ability to track fare purchases is critical to START's future.

RFP 18-18 was initiated on April 16, 2018 to solicit potential vendors. The intent of RFP 18-18 was to obtain services from a single vendor to implement new fare collection technologies for START. The new fare collection system will complement and eventually eliminate the existing fare box system by adding a comprehensive and secured Mobile Ticketing and/or Electronic Fare solution. The purpose of RFP 18-18 was to solicit proposals from various vendors; conduct a fair and extensive evaluation based on criteria listed and then to select the vendor who can help START best reach its goals.

The intent of the project is as follows:

- Institute a robust and flexible platform to support single fare transactions (ticket types, prices, validity and expiration).
- Ensure convenience and ease of use for all customers.
- Make the boarding process easier for bus operators and customers.
- Reduce onboard fare processing time to improve on-time performance.
- Address the issue of fare validation and verification of single and multi-pass tickets in an effective approach that does not compromise the rider's experience.
- Use centralized server/account-based fare payment processing (Must be integrated with existing fare recording software)
- Seamless integration with existing RFID technology in use with existing local existing businesses.
- Provide accurate revenue management and accountability of all fare transactions.

- Provide accurate and timely ridership and revenue data that can support detailed analysis and reporting of transit trends among riders.
- Integrated reporting of fare collected through existing fare box technology and the new Mobile Ticketing device.
- Ensure optimized functionality in a challenging environment for network connectivity onboard the buses.
- Comply with existing payment industry standards (if any).
- Protect customer privacy and transaction security by complying with the security standards of the financial payments industry, ensuring the security and confidentiality of customer information and protecting it against threats or hazards.
- Achieve cost efficiencies through the reduction of cash handling, number of forms of fare media and operating cost.
- Future integration of credit card payments with our present Point of Sale (POS) system at ticket locations.
- Reduce the use of cash for fare payment onboard buses to minimize dwell time and to reduce business expenses in handling cash.
- Maximize the reach to customers while minimizing the reliance on retail distribution network.
- Support and be extensible to new technologies as they mature in the industry.
- Pricing per unit plus any associated hardware/software, in our case it would be Thirty (30) units.

The solution shall be a cloud based system designed to provide a secure, robust 24/7/365 service to both the agency and its riders. The system is accessed through secure web portals for both the agency as well as the riders. The system will integrate directly with an appointed Payment Service Provider (PSP) partner, for all credit card processing.

### STAKEHOLDER ANALYSIS

RFP 18-18 generated nearly 25 interested vendors. Six (6) Vendors submitted a response by the amended May 11, 2018 deadline. Those vendors were: RouteMatch (Atlanta, GA), Acumen (Oakland, CA), Passport Inc. (Charlotte, NC), Delerrok (Vista, CA), Token Transit Inc. (San Francisco, CA) and Hopthru (San Francisco, CA).

The evaluation committee was made up of the following staff members: Darren Brugmann (START Director), Kelly Thompson (Finance Director) and Michael "Zolo" (IT Director). They evaluated all proposals based on the following criteria:

- Substantiated representations regarding the vendor's capabilities and qualifications in providing the equipment, technology and services required and experience in completing similar projects (examples from other projects, references, etc).
- Clearly demonstrated understanding of the proposed project and proposed solutions and alternatives.
- Qualifications and experience
- Initial costs for the proposed solution, implementation, training and on-going support.
- Ability to meet specified schedule
- References
- Demonstrated success of the proposed solution, quality of equipment and availability of ongoing support. Warranties or other assurance of quality, service, customer satisfaction.
- Ability to adhere to the attached federal clauses.

The Evaluation Committee recommends:

#### **RouteMatch**

- The clear winner in terms of platform and benefits as well as value to our riders and taxpayers.
- Committed to provide full cross-compatibility with JHMR's passes (and others) with no extra cost
- Committed to a discount when bundling existing RouteMatch maintenance with RMPay maintenance

- Committed to implementation budget within grant award
- Committed to provide full integration with Xpress BillPay at no extra cost

Should contract negotiations not be successful with RouteMatch, the next vendor in line of the committee's recommendation would then be considered.

#### ATTACHMENTS

None

#### FISCAL IMPACT

The following is as budgeted in FY19 budget and Grant Award:

\$228,750	Total
\$183,000	Federal (80%)
\$45,750	Local (20%)

#### STAFF IMPACT

Review and completion of Contractual requirements (Legal Staff). DRAFT Contract will be presented to Town Council at June 18, 2018 meeting.

#### LEGAL REVIEW

None at this time.

#### RECOMMENDATION

Staff recommends Council to proceed with contract negotiations with RouteMatch, Inc.

#### SUGGESTED MOTION

If Town Council is ready to move forward, a suggested motion:

I move to award RouteMatch, Inc. as the RFP #18-18 winner and direct staff to negotiate a contract for START's Mobile Ticketing/Electronic Fare System and bring the contract back to Council.

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