

**FREDERICKSBURG REGIONAL TRANSIT**  
**PROCUREMENT SERVICES**  
**REAL-TIME SCHEDULING SOFTWARE, BUS STOP ANNUNCIATOR AND TRANSIT**  
**WEBSITE PROCUREMENT**

**Request for Proposals**  
**FRED RFP No. 14 001**

**Due Date for Proposals: Not Later Than August 12, 2013**

FREDericksburg Regional Transit (FRED) is seeking proposals from offerors for:

- 1. REAL-TIME SCHEDULING SOFTWARE,**
- 2. BUS STOP ANNUNCIATOR AND**
- 3. TRANSIT WEBSITE.**

FRED intends to solicit a single proposal solution and encourages partnerships in order to supply the complete scope of services. The prime Offeror is responsible for ensuring successful completion of all services whether provided by its resources or those of partners.

The request for proposal documents include this document and the following attachments:

- FRED Federal Procurement Requirements
- IT Project General Terms and Conditions
- Real-time Scheduling Software, Bus Stop Annunciator and Transit Website Procurement Technical Memorandum, March 29, 2013
- Third-party Access Policy and
- Non-discrimination and Confidentiality Agreement.

**A. Background**

FRED Transit operates a fleet of 30 buses over 21 routes in the George Washington Region of Central Virginia including the City of Fredericksburg and the counties of Spotsylvania, Stafford, and Caroline. FRED provides regular route scheduled service and route deviation service; FRED does not provide demand response/paratransit service. FRED's service area extends approximately 42 miles from north to south from Aquia in Stafford County to Bowling Green in Caroline County. Approximately 550,000 trips are taken on FRED per year.

FRED has a website ([www.rideFRED.com](http://www.rideFRED.com)) that was developed approximately five years ago. While the website is visually pleasing, experience has revealed a number of weaknesses including but not limited to: a home page that conveys very limited information, requiring users to click through to another page to get even basic information; lack of ease in editing certain pages and information; the site is not section 508 compliant; the route assistance feature is not intuitive for users; the route mapping feature does not always provide accurate information and cannot provide information for trips that require two transfers; making adjustments to route maps is cumbersome and time consuming.

FRED's vehicles are equipped with: GPS links to the dispatch office; four cameras linked to the dispatch office by cellular technology that allow real-time video and audio vehicle monitoring. All of FRED's routes and bus stop locations have also been mapped onto GIS networks maintained by the City and surrounding counties. The City uses ESRI ArcGIS 10 for GIS management.

## **B. Scope of Work**

### **1.0 SCOPE OF SERVICES – General**

The scope of services defines the work that the Offeror shall respond to as described below. The scope is intended to include all: project management; technical support, recommendations, testing, training and all related services to successfully complete the project. The scope of work includes a requirements section that shall be filled out (refer to Section C). In all cases the requirements table takes precedence.

Depending upon request for proposal responses, FREDericksburg Regional Transit may elect to proceed with one, two or all three of the intended deliverables:

- **REAL-TIME SCHEDULING SOFTWARE,**
- **BUS STOP ANNUNCIATOR**
- **TRANSIT WEBSITE.**

Offerors are required to submit their work scope and cost proposals accordingly to accommodate completion of one, two or all three of the deliverables. Offerors are encouraged to develop a plan for FRED for deployment of deliverables over time to utilize available funding as well as possible future funding. FRED would like flexibility in purchasing Offeror's services in these areas.

### **1.1 Project Manager/Project Schedule**

The successful offeror shall provide a Contract Project Manager (CPM) with at least three years experience and manpower to oversee and perform the tasks involved to ensure that the Project Schedule is met and all work is completed by May 30, 2014. Project Management shall include, but is not limited to:

- Project Coordination
- Project Meetings
- Progress Reports

The CPM shall have full responsibility for identifying the need for organizing, scheduling, and conducting technical and/or management meetings required for the successful completion of the work defined in this Contract. At a minimum, one (1) project management (progress) meeting shall be held every two (2) weeks or as otherwise mutually agreed.

FRED will designate a Project Manager to work with the CPM. The FRED Project Manager (FPM) shall coordinate project tasks. The CPM in coordination with the FPM shall be responsible for taking all actions necessary to provide consensus building and to obtain design approvals, input, agreements, etc., from all agencies and stakeholders involved in or affected by the implementation of this Project.

A kick-off meeting shall be held no later than ten (10) business days after execution of the Contract. As a result, and within ten (10) business days of the kick-off meeting, the CPM must provide FRED with a detailed Project Schedule that sets forth the various project efforts with definitive starting and completion dates. In addition, the CPM shall be responsible in providing weekly updates and for approval by the FPM. The initiation of bi-weekly project management meetings shall be determined during the kick-off meeting and discussion of the proposed project schedule.

CPM shall provide a Preliminary Project Schedule with the effective start date as agreed to by the FPM. This Preliminary Project Schedule shall include, but not be limited to the following:

- Existing Conditions Survey
- Design and Configuration
- Installation and Integration
- Data Conversion
- Testing and Acceptance
- Training
- Documentation

The project schedule shall address all efforts associated with the Real-Time Scheduling Software, the Transit Website and the Bus Stop Annunciators.

## **1.2 System Integration Coordination**

All integration for the Real-Time Scheduling Software, the Transit Website and the Bus Stop Annunciators work shall be coordinated with the FPM. No integration work may commence prior to the issuance of a written Notice to Proceed issued by the FPM for each system.

## **1.3 Warranties**

The successful offeror warrants that it has a right to grant licenses to FRED and that all hardware and software is free of major defects and operates in accordance with offeror's documentation and provides functions and performance as required under Contract. The successful offeror further warrants that all services performed hereunder will be in full conformity with this Agreement and with the skill and care according to accepted industry practice.

## **1.4 Source-Availability and Access**

Not later than 15 Days after the FRED's giving notice to VENDOR of Acceptance of each item of Application Software licensed under this Agreement, VENDOR hereby agrees to place into escrow with an escrow agent to be mutually agreed upon two (2) copies of the source code for each such item of Application Software, in a form necessary for a programmer of ordinary skill to modify and maintain and convert the Application Software into object code and install and execute the Application Software without further assistance from VENDOR. VENDOR will also place into escrow the data dictionary and entity relationship diagrams, compilation instructions in a written format or recorded on video format, a list of maintenance tools and third party systems with their manufacturer's name and contact information used in development and maintenance, etc and all manuals not previously provided to FRED that are used in development and maintenance of the Application Software, as well as a running object code version submitted on a virus free media, compiled and ready to be read by a computer, so that the escrow agent can verify the contents of the deposit in good working order and certify good condition to FRED.

The escrow agent shall be authorized to release the source code to FRED solely upon the occurrence of any of the following events: (1) VENDOR's cessation, for any reason, to do business; (2) FRED's purchasing of the source code outright; (3) VENDOR's failure to install and certify any item of Application Software; (4) VENDOR's generally making such source code available to other licensed users of the Application Software; (5) VENDOR's failure to fulfill any of its material obligations under this Agreement; or (6) VENDOR's failure or refusal to continue to support or offer further development for any one or more items of Application Software where FRED is up-to-date in its payment of all Application Support for each such item(s) of Application Software pursuant to this Agreement. Upon such release of the source code, Customer shall receive a nonexclusive, nontransferable, perpetual, license to use the source code solely for the maintenance, enhancement, improvement and updating of the Application Software Product in

connection with Customer's use of the Application Software. Not later than 15 Days after FRED's installation of any new release of any application previously accepted by FRED in an earlier release, and which FRED has purchased a license to use such new version release or was granted such license under the terms herein, VENDOR shall at no cost to FRED and at least semi-annually place into escrow two (2) copies of the updated source code for such application, in a form necessary for a programmer of ordinary skill to modify and maintain and convert the Application Software into object code and install and execute the Application Software without further assistance from VENDOR. VENDOR will also place into escrow the data dictionary and entity relationship diagrams, compilation instructions in a written format or recorded on video format, a list of maintenance tools and third party systems used in development and maintenance with the manufacturer's name and contact information, etc and all manuals not previously provided to FRED that are used in development and maintenance of the Application Software, as well as a running object code version submitted on a virus free media, compiled and ready to be read by a computer, so that the escrow agent can verify the contents of the deposit in good working order and certify good condition to FRED.

A form of escrow agreement among FRED, VENDOR and the escrow agent shall be agreed upon and executed simultaneous with the execution of this agreement. Materials should be shipped to the FRED via traceable courier or electronically. Upon receipt, escrow agent should contact VENDOR and FRED to verify receipt.

## **1.5 Requirements**

Offerors must respond to each requirement listed in section C, demonstrating how they plan to meet each requirement. Offerors shall include written statements demonstrating that their proposal meets the minimum qualifications and requirements. In addition, Offerors shall address each of the specific evaluation criteria, demonstrating the understanding of the work to be performed. Proposal responses shall be made in the following order:

- A. Offerors ability to meet or exceed all requirements stated and any deviations from specified software requirements and any equivalent capabilities.
- B. Description of offerors experience related to the implementation of a real-time scheduling software, a transit website and bus stop annunciators. Company profile that shows the ability, capacity and skill of the Offeror, its staff, and its employees to perform the service required within the specified time.
- C. Identification of key personnel who will work on the project, resumes, including qualifications, education and experience with emphasis on experience with the proposed System. Include a brief statement about the recent experience of personnel from your firm who will be actively engaged in the proposed effort. Include identification of proposed project manager, their qualifications for this role and percent availability. Include a proposed project organization chart.
- D. A Preliminary Project Schedule.
- E. Identify any contemplated Subcontractors, their qualifications, and experience in working with the proposed System.
- F. Include a separate cost estimate for the Real-Time Scheduling Software, Transit Website and Bus Stop Annunciators. Each cost estimate shall be independent of the

other and must be presented on the “Cost Proposal Summary” form provided by FRED.

## **2.0 SCOPE OF SERVICES – Real-Time Scheduling Software**

The scope of services for the Real-Time Scheduling Software defines the work that the offeror must respond to as described below. The scope is intended to include all: project management, technical support, recommendations, software, hardware, software configuration, data conversion, testing, training and all related services to successfully complete the project. The scope of work includes a requirements section that shall be filled out (refer to Section C). In all cases the requirements table takes precedence.

### **2.1 Existing Conditions Survey/Risk Analysis**

The offeror shall conduct an examination of all existing conditions for all existing hardware, software, infrastructure, staffing availability, FRED business cycles and other internal and external conditions that are pertinent to the successful implementation of the Real-Time Scheduling Software. The Offeror shall identify any issues that may preclude the successful installation of hardware and software and summarize the issues in a technical memorandum to be submitted to the FPM. The technical memorandum shall also identify any variations or deviations of known existing conditions. Please refer to the Attachment: REAL-TIME SCHEDULING SOFTWARE, BUS STOP ANNUNCIATOR AND TRANSIT WEBSITE PROCUREMENT, Technical Memorandum and Concept of Operations, March 29, 2013.

### **2.2 System Design and Configuration**

The Offeror shall furnish and install a feature-rich, COTS application that meets the defined Scope of Services and Requirements as contained herein. The proposed Real-Time Scheduling Software may be hosted by FRED or hosted by the Offeror. If hosted by the Offeror, the System shall be accessible through the internet. The Offeror shall be responsible for the analysis of all appropriate business processes and requirements for all investigative work required in the identification of existing conditions, the identification of system and network constraints and specification of hardware and software configuration requirements for successfully implementing the proposed application.

### **2.3 Final Design and Configuration Technical Memorandum**

The Offeror shall develop and submit the final software, network and hardware configuration as part of a Final Design and Configuration Technical Memorandum for the Real-Time Scheduling Software. The technical memorandum shall define the final design and integration plan. The Technical Memorandum shall include, but is not limited to:

- Issues from existing conditions survey
- Operations and Maintenance Plan
- Hardware installation and configuration (in-vehicle and office)
- Software configuration
- Risk Analysis and Plan

The Technical Memorandum for the Real-Time Scheduling Software shall be submitted to the FPM for review and final approval. No installation, configuration of software or other integration work may proceed prior to the approval of the Final Design and Configuration Technical Memorandum for the Real-Time Scheduling Software.

### **2.4 System Integration Coordination**

All integration work shall be coordinated with the FPM. No integration work may commence

prior to the issuance of a written Notice to Proceed issued by the FPM.

## **2.5 Configuration and Installation**

The Offeror shall:

- Coordinate IT- related installation and configuration with the City of Fredericksburg IT Department to fully inform on IT linkage or connections. The Offeror will be required to meet with IT Department well in advance of any proposed interface in full coordination with FRED.
- Install and configured required software on FRED vehicles
- Install servers (if hosted at FRED)
- Configure the servers (if hosted at FRED)
- Install software on the configured servers (if hosted at FRED)
- Install required software on computer work stations at FRED

## **2.6 Application Configuration**

The Offeror, in coordination with the FPM, shall fully and completely configure the Real-Time Scheduling Software. This shall include the insertion of all pertinent data into the installed application.

## **2.7 System Testing and Acceptance**

Testing shall provide verification and documentation that all requirements specified in this ultimate Contract, and the requirements defined in the test plan produced by the Offeror are met by the furnished solution.

The successful offeror shall develop an Acceptance Test Plan to be executed for final acceptance of the Real-Time Scheduling Software. The plan shall be submitted to the FPM for approval. The successful offeror shall be required to make any changes or modifications to the test plan as noted by FPM.

The offeror shall submit the test plan, testing procedures and forms to the FPM for review at least twenty (20) business days prior to performing the associated tests. The FPM shall review submitted test procedures and forms and shall provide comments or approval to the offeror within ten (10) business days after receiving the testing documentation.

## **2.8 Data Conversion**

The offeror shall be responsible for the accurate transfer and reformatting of data from any existing file(s) to the Real-Time Scheduling Software. The completed transfer of data must be approved by the FPM.

## **2.9 Training**

The offeror shall provide the necessary training to operate and maintain the Real-Time Scheduling Software and any associated hardware. This training must assure that the users will be capable of continued operation of the software and that systems development staff will be capable of maintaining the software and handling the diagnosis of software problems. The training shall include related costs and materials, i.e., Reference Guides, Tutorials and Related CDs, etc.

The successful offeror shall develop a training plan that includes a detailed agenda and schedule for the training. All training shall be conducted at FRED. The training plan shall

comprehensively cover all aspects of the installed software and any hardware, including:

- System configuration
- Network and communication configuration
- Day-to-day operations
- Reports/reporting
- General maintenance
- Troubleshooting

## **2.10 Documentation**

The Real-Time Scheduling Software must be fully documented prior to acceptance of the software by FRED. FRED shall retain the right to make a sufficient number of copies of all documentation for its own internal use. Documentation must include:

- Detailed user instruction
- Technical Components, programs, files, procedures, etc.
- Sample copies of documentation
- Cut sheets / product information sheets for all hardware and software

## **2.11 Software Escrow**

The successful offeror agrees to deposit with (the "Escrow Agent") an Escrow Copy of the software in accordance with **1.4 Source-Availability and Access**.

## **2.12 Warranties**

The successful offeror warrants that it has a right to grant licenses to FRED and that the software is free of major defects and operates in accordance with offeror's documentation and provides functions and performance as required under Contract. The offeror further warrants that all services performed hereunder will be in full conformity with this Agreement and with the skill and care according to accepted industry practice and that FRED shall incur no costs, either on a one-time or continuing basis other than those specified in this Agreement.

## **2.13 Software Support and Maintenance**

The first year of maintenance shall be provided at no charge to FRED. In addition to standard software support and maintenance, the successful offeror shall implement reporting changes to maintain conformance with Virginia State reporting requirements.

The offeror shall provide a fixed cost for maintenance fees for at least two (2) years as provided in the pricing proposal herein. This cost will be a separate line item in the Cost Proposal.

## **2.14 Help Desk Support**

The successful offeror shall provide help desk operations for the Real Time Scheduling Software with dedicated staffing during normal business hours and must be available for emergencies at all times. Preferred coverage is during the hours from 8:30AM EST until 5PM EST, Monday through Friday, excluding FRED observed holidays.

## **2.15 Hardware and Software**

The offeror shall provide a recommended, latest and best hardware and software requirements and technology needed for operation and maintenance of the system for 5 years without upgrade.

If a “cloud” based solution, the offeror shall demonstrate how FRED will interact and operate the system. Offeror will clearly propose any needed hardware or software necessary to operate and maintain services.

If a FRED-based hardware solution is recommended the offeror shall itemize all required and recommended hardware. The offeror shall clearly propose hardware, hardware location and all factors including environmental control required. If hardware requirements change during the installation of the software through acceptance, the cost for delay and hardware costs shall be borne by the offeror.

For software, the offeror shall be clear on all software FRED will require for operation and maintenance of the system. If software requirements change during installation through acceptance, the cost for delay and software costs shall be borne by the Offeror.

The Offeror shall describe in detail what hardware and software components are included in the cost of its proposal.

### **3.0 SCOPE OF SERVICES – Bus Stop Annunciator System**

The scope of services for the Bus Stop Annunciator System defines the work that the offeror must respond to as described below. The scope is intended to include all: project management, technical support, recommendations, software, hardware, software configuration, data conversion, testing, training and all related services to successfully complete the project. The scope of work includes a requirements section that shall be filled out (refer to Section C). In all cases the requirements table takes precedence.

#### **3.1 Existing Conditions Survey/Risk Analysis**

The successful offeror shall conduct an examination of all existing conditions for all existing hardware, software, infrastructure, staffing availability, FRED business cycles and other internal and external conditions that are pertinent to the successful implementation of the project. The offeror shall identify any issues that may preclude the successful installation of hardware and software and summarize the issues in a technical memorandum to be submitted to the FPM. The offeror shall pay special attention to the existing vehicle fleet and vehicles in the procurement process. The technical memorandum shall also identify any variations or deviations of known existing conditions. Please refer to Attachment: REAL-TIME SCHEDULING SOFTWARE, BUS STOP ANNUNCIATOR AND TRANSIT WEBSITE PROCUREMENT, Technical Memorandum and Concept of Operations, March 29, 2013.

#### **3.2 System Design and Configuration**

The offeror shall furnish and install a feature-rich, COTS Bus Stop Annunciator System that meets the defined Scope of Services and Requirements as contained herein. The offeror shall clearly define whether the system is a stand-alone unit on vehicle or requires back-office connectivity or supporting hardware and software. The offeror shall be responsible for any integration with other systems.

#### **3.3 Final Design and Configuration Technical Memorandum**

The offeror shall develop and submit the final software, vehicle, network and hardware configuration as part of a Final Design and Configuration Technical Memorandum for the Bus Stop Annunciator System. The technical memorandum shall define the final design and integration plan. The Technical Memorandum shall also describe how the new in-vehicle



hardware will integrate with the existing in-vehicle hardware. The Technical Memorandum shall include, but is not limited to:

- Issues from existing conditions survey (back-office and in-vehicle)
- Operations and Maintenance Plan
- Hardware configuration
- Vehicle Configuration
- Software configuration
- Risk Analysis and Plan

The Technical Memorandum for the Bus Stop Annunciator System shall be submitted to the FPM for review and final approval. No installation in the vehicles, configuration of software or other integration work may proceed prior to the approval of the Final Design and Configuration Technical Memorandum.

### **3.4 System Integration Coordination**

All integration work shall be coordinated with the FPM. No integration work may commence prior to the issuance of a written Notice to Proceed issued by the FPM.

### **3.5 Configuration and Installation**

The offeror shall:

- Coordinate IT related installation and configuration with the City of Fredericksburg IT Department to fully inform on IT linkage or connections. The offeror will be required to meet with IT Department well in advance of any proposed interface in full coordination with FRED.
- .
- Configure all routes and stops
- Configure the servers (if hosted at FRED)
- Install software on the configured servers
- Install required software on computer work stations at FRED
- Install in-vehicle equipment

### **3.6 Application Configuration**

The successful offeror, in coordination with the FPM, shall fully and completely configure the Bus Stop Annunciator System. This shall include the insertion of all pertinent data into the installed application which includes transit stop and route data.

### **3.7 System Testing and Acceptance**

Testing shall provide verification and documentation that all requirements specified in this ultimate Contract, and the requirements defined in the test plan produced by the successful offeror are met by the furnished solution.

The successful offeror shall develop an Acceptance Test Plan to be executed for final acceptance of the Bus Stop Annunciator System. The plan shall be submitted to the FPM for approval. The successful offeror shall be required to make any changes or modifications to the test plan as noted by FPM.

The successful offeror shall submit the test plan, testing procedures and forms to the FPM for review at least twenty (20) business days prior to performing the associated tests. The FPM

shall review submitted test procedures and forms and shall provide comments or approval to the successful offeror within ten (10) business days after receiving the testing documentation.

### **3.8 Data Conversion**

The successful offeror shall be responsible for the accurate transfer and reformatting of data from any existing file(s) to the Bus Stop Annunciator System. The completed transfer of data must be approved by the FPM.

### **3.9 Training**

The successful offeror shall provide the necessary training to operate and maintain the Bus Stop Annunciator System. This training must assure that the users will be capable of continued operation of the in-vehicle equipment and that systems development staff will be capable of maintaining the software and hardware and handling the diagnosis of equipment problems. The training plans should also include related costs and materials, i.e., Reference Guides, Tutorials and Related CDs, etc.

The successful offeror shall develop a training plan that includes a detailed agenda and schedule for the training. All training shall be conducted at FRED. The training plan shall comprehensively cover all aspects of the installed Bus Stop Annunciator System, including:

- System configuration
- Transit stop and route configuration
- Network and communication configuration
- Day-to-day operations
- General maintenance
- Troubleshooting
- In-vehicle equipment maintenance

### **3.10 Documentation**

The Bus Stop Annunciator System must be fully documented prior to acceptance of the system by FRED. FRED shall retain the right to make a sufficient number of copies of all documentation for its own internal use. Documentation must include:

- Detailed user instruction
- Technical Components, programs, files, procedures, etc.
- Sample copies of documentation
- Cut sheets / product information sheets for all hardware and software

### **3.11 Software Escrow**

The successful offeror agrees to deposit with (the "Escrow Agent") an Escrow Copy of the Bust Stop Annunciator Software in accordance with **1.4 Source-Availability and Access**.

### **3.12 Warranties**

The offeror warrants that it has a right to grant licenses to FRED and that the Bus Stop Annunciator Software is free of major defects and operates in accordance with successful offeror's documentation and provides functions and performance as required under Contract. The successful offeror further warrants that all services performed hereunder will be in full conformity with this Agreement and with the skill and care according to accepted industry

practice and that FRED shall incur no costs, either on a one-time or continuing basis other than those specified in this Agreement.

### **3.13 Software and Hardware Support and Maintenance**

The first year of maintenance shall be provided at no charge to FRED. In addition to standard software and hardware support and maintenance, the successful offeror shall implement reporting changes to maintain conformance with Virginia State reporting requirements.

The successful offeror shall provide a fixed cost for maintenance fees for years two (2) through five (5) as provided in the pricing proposal herein. In addition, successful offeror shall provide a fixed percentage for increases for years thereafter.

### **3.14 Help Desk Support**

The successful offeror shall provide help desk operations for the Bus Stop Annunciator System with dedicated staffing during normal business hours and must be available for emergencies at all times. Preferred coverage is during the hours from 8:30AM EST until 5PM EST, Monday through Friday, excluding FRED observed holidays.

### **3.15 Hardware and Software**

The successful offeror shall provide the recommended hardware with capacity requirements for the proposed Bus Stop Annunciator System. In addition, the offeror shall itemize all required and recommended Bus Stop Annunciator software to make the proposed software operate in the most efficient manner. The offeror shall clearly document needed on-vehicle hardware and software and back-office hardware and software. The successful offeror shall coordinate IT related installation and configuration with the City of Fredericksburg IT Department to fully inform on IT linkage or connections. The Contractor will be required to meet with IT Department well in advance of any proposed interface in full coordination with FRED.

## **4.0 SCOPE OF SERVICES – Transit Website**

The scope of services for the Transit Website defines the work that the offeror must respond to as described below. The scope is intended to include all: project management, technical support, recommendations, hosting (if chosen), website configuration, data conversion, testing, training and all related services to successfully launch and operate a transit website. The scope of work includes a requirements section that shall be filled out (refer to Section C). In all cases the requirements table takes precedence.

### **4.1 Existing Conditions Survey/Risk Analysis**

The successful offeror shall conduct an examination of all existing conditions and policies for staffing availability, FRED business cycles, IT policies and other internal and external conditions that are pertinent to the successful implementation of the Transit Website. The successful offeror shall identify any issues or policies that may prohibit the successful launch and operation of the Transit Website and summarize the issues in a technical memorandum to be submitted to the FPM. Please refer to Attachment I, REAL-TIME SCHEDULING SOFTWARE, BUS STOP ANNUNCIATOR AND TRANSIT WEBSITE PROCUREMENT, Technical Memorandum and Concept of Operations, March 29, 2013.

### **4.2 Website Design and Configuration**

The successful offeror shall design and launch the website. FRED staff will maintain the site and its content. successful offeror shall provide technical support as warranted during the

contract period.

The Transit Website may be hosted by FRED or hosted by the successful offeror. If hosted by the successful offeror, the content management system shall be accessible through the internet. The successful offeror shall be responsible for the analysis of all appropriate business processes, IT policies and requirements for all investigative work required in the identification of existing conditions for successfully implementing the Transit Website.

#### **4.3 Website Design Coordination**

All website design work shall be coordinated with the FPM. No website content may be launched for public viewing prior to the issuance of a written Notice to Proceed issued by the FPM.

#### **4.4 Website Testing and Acceptance**

Testing shall provide verification and documentation that all requirements and functionality specified in this ultimate Contract, and the requirements defined in the test plan produced by the successful offeror are met by the Transit Website.

The successful offeror shall develop an Acceptance Test Plan to be executed for final acceptance of the Transit Website. The plan shall be submitted to the FPM for approval. The successful offeror shall be required to make any changes or modifications to the test plan as noted by FPM.

The successful offeror shall submit the test plan, testing procedures and forms to the FPM for review at least twenty (20) business days prior to performing the associated tests. The FPM shall review submitted test procedures and forms and shall provide comments or approval to the successful offeror within ten (10) business days after receiving the testing documentation.

#### **4.5 Data Conversion and ADA Compliance**

The successful offeror shall be responsible for the accurate transfer and reformatting of data from any existing file(s) and website content to the new Transit Website. All data formatting shall be completed to ensure new website content satisfies the requirements of the Americans with Disabilities Act (ADA), Section 508.

#### **4.6 Training and Documentation**

The successful offeror shall provide the necessary training to operate, maintain and update the Transit Website. This training must assure that the users will be capable of continued operation of the Transit Website and FRED staff will be capable of maintaining the website and handling the diagnosis of problems. The training plans should also include related costs and materials, i.e., Reference Guides, Tutorials and Related CDs, etc.

The successful offeror shall develop a training plan that includes a detailed agenda and schedule for the training. All training shall be conducted at FRED. The training plan shall comprehensively cover all aspects of the installed website, including:

- Content updates
- Day-to-day operations
- Reports/reporting
- General maintenance
- Troubleshooting

The Transit Website must be fully documented prior to acceptance of the system by FRED. FRED shall retain the right to make a sufficient number of copies of all documentation for its own internal use.

#### **4.7 Website Support and Maintenance**

The first three (3) years of maintenance and support shall be provided at no charge to FRED. In addition, successful offeror shall provide a fixed percentage not to exceed Washington DC-Baltimore CPI for increases for years thereafter.

#### **4.8 Help Desk Support**

The successful offeror shall provide help desk operations with dedicated staffing during normal business hours and must be available for emergencies at all times. If any additional fee outside maintenance contract for emergency response, so state. Preferred coverage is during the hours from 8:30AM EST until 5PM EST, Monday through Friday, excluding FRED observed holidays.

## C. Requirements

### General Requirements:

ID	REQUIREMENT	RESPONSE
<i>(General)</i>		
1.1	The successful offeror shall provide a project schedule and conduct weekly progress meetings. Progress meetings to include a review of completed activities, planned activities for the next period, and issues requiring resolution.	
1.2	Offeror shall provide the resume of the project manager and any key staff.	
1.3	The successful offeror is the sole point of contact for FRED and is responsible for satisfactory completion of all work whether performed by its staff or subcontractors.	
1.4	Include a separate cost estimate for the Real-Time Scheduling Software, Transit Website and Bus Stop Annunciators. Each cost estimate shall be independent of the other.	

**Real-Time Scheduling Software:**

ID	REQUIREMENT	RESPONSE
<b>Task 2 (General)</b>		
2.1	The successful offeror shall provide a real-time schedule driven information system for FRED.	
2.2	The application shall be owned and operated by FRED.	
2.3	The application shall provide FRED with the ability to manage schedule and route information in real-time.	
2.4	The application shall show the location of all transit vehicles in operation in real-time.	
2.5	The successful offeror shall convert all existing route and schedule information into the successful offeror specified format and identify the method and the level of effort associated with future conversions of new or modified route and schedule information.	
2.6	<p>The successful offeror shall provide customized training for the following FRED staff which shall be designed to focus on attendees roles and responsibilities as they pertain to the proposed system:</p> <ul style="list-style-type: none"> <li>• System Administrators (Director, Managers and Supervisors)</li> <li>• Schedulers/Dispatchers</li> <li>• Fleet Manager</li> <li>• Shift Supervisors</li> <li>• Vehicle Technicians</li> <li>• Drivers</li> <li>• Mechanics</li> </ul> <p>Electronic copies of all training materials shall be provided to FRED for approval prior to training.</p>	
2.7	The City shall own the license to the software system and any additional software licenses required for complete system operation. The successful offeror shall fully disclose all software fees and version updates.	
2.8	The Offerors shall provide a 5-year warranty on all software and hardware provided as a part of this project.	
2.9	The successful offeror shall provide the opportunity for FRED staff to attend user group meetings on an annual basis.	
2.10	The successful offeror shall include in the project cost all software and firmware version updates for 5 years from the date of system acceptance.	
2.11	The system shall feature the capability for a dispatcher or a driver to assign a vehicle to be dead-heading, in revenue operation, or other.	
<b>Task 3 (Architecture)</b>		

3.1	Offerors shall propose and provide a detailed design of the interfaces and proposed operating environment.	
3.2	The application shall provide for an open architecture that integrates with existing FRED transit technology systems and the planned stop annunciator system. Existing FRED technology systems that the offeror shall integrate with include: <ul style="list-style-type: none"> <li>• Apollo Vehicle Information Management Software (ViM) Version 1.6 Rev. C</li> <li>• Apollo RoadRunner MR Series Video Surveillance System (using Apollo niuu that features J1939 – CAN buss, 10/100 Ethernet – 4 RJ-45, ports, RS-232 DB9 Serial ports, and 10 pin terminal board – discrete i/o connections</li> <li>• Motorola MOTOTRBO Digital Two-Way Radio System</li> </ul>	
3.3	The successful offeror shall evaluate the options for transmitting video, voice, GPS, and operational data between buses and FRED and recommend the preferred option that addresses cost, efficiency, and effectiveness.	
3.4	The application shall be user expandable to be able to accommodate planned or potential service growth.	
3.5	The application shall be compatible with the existing data collection processes and hardware.	
3.6	The application shall be compatible with the existing GPS data available from the Apollo Video Technology RoadRunner Video Surveillance System.	
3.7	The application shall be considered Commercial Off the Shelf (COTS).	
3.8	Any hardware or supporting software applications required to support the primary Scheduling application shall be COTS.	
3.9	Offerors shall disclose if the proposed software can/will be hosted in a virtualized environment.	
<b>Task 4 (Data and Information Management)</b>		
4.1	FRED shall own all data and information generated by the route scheduling software application. All FRED data and information shall be secured. The successful offeror shall not have access or rights to any FRED data, unless granted by the City.	
4.2	All proprietary software shall be disclosed in the offerors proposal.	
4.3	The successful offeror shall use the City's GIS street data.	
4.4	The application shall include data analysis tools. The data analysis tools shall feature the capability to perform statistical analysis of ridership data showing historical trend analysis and forecasting.	



4.5	<p>The application shall automatically generate the following reports and data to be included in reports:</p> <ul style="list-style-type: none"> <li>• Data for National Transit Database (NTD) reports for the Federal Transit Administration (FTA)</li> <li>• Data for Online Grant Administration (OLGA) reports for the Department of Rail and Public Transportation (DRPT)</li> <li>• Data for Triennial Reports for FTA</li> <li>• On-Time Performance Reports</li> <li>• Data for Budget Reports</li> <li>• Ridership Reports</li> <li>• Vehicle miles running/hours running report</li> <li>• Maintenance Activity Reports</li> <li>• Data for Nondiscrimination compliance reporting under Title VI</li> </ul> <p>The system shall feature the capability for data that is not captured by the system to be entered manually into the system through a graphical user interface.</p>	
4.5.1	<p>The system shall collect the following data and this data shall be available in customizable reports:</p> <ul style="list-style-type: none"> <li>• Vehicle revenue miles</li> <li>• Vehicle revenue hours</li> <li>• Vehicle deadhead miles</li> <li>• Vehicle deadhead hours</li> <li>• Maintenance/training miles</li> <li>• Maintenance/training hours</li> </ul> <p>The system shall record all information by route, by fiscal year, by zones.</p>	
4.5.2	<p>The system shall prepare reports which include the following information:</p> <ul style="list-style-type: none"> <li>• Unlinked passenger trips</li> <li>• Vehicle revenue hours</li> <li>• Vehicle revenue miles</li> <li>• Vehicles operated in maximum service</li> </ul> <p>The system shall record all information by fiscal year.</p>	
4.5.3	<p>The system shall prepare reports which include the following data:</p> <ul style="list-style-type: none"> <li>• Total actual vehicle revenue hours</li> <li>• Total unlinked passenger trips</li> <li>• Actual vehicle revenue miles</li> <li>• Operating expenses</li> </ul> <p>The system shall record all information by route, by fiscal year, by zones.</p>	

4.5.4	<p>The system shall record all deviations from fixed routes and shall record the following information:</p> <ul style="list-style-type: none"> <li>• Date request was made</li> <li>• Date of deviation</li> <li>• Passenger name</li> <li>• Pick-up address</li> <li>• Drop-off address</li> <li>• Time of pick-up</li> <li>• Time of drop-off</li> <li>• Route</li> <li>• Driver name</li> </ul> <p>This information shall be searchable and sortable by all attributes.</p>	
4.5.5	<p>The system shall collect and store vehicle information with a customizable unique ID. The information stored by the system shall include the following:</p> <ul style="list-style-type: none"> <li>• Total number of vehicles</li> <li>• If the vehicle is dedicated to the fleet</li> <li>• Vehicle type</li> <li>• Funding source of vehicle</li> <li>• Year of manufacture</li> <li>• Year of rebuild</li> <li>• Manufacture code</li> <li>• Vehicle model number</li> <li>• Number of active vehicles in fleet</li> <li>• Number of ADA accessible vehicles</li> <li>• Fuel type</li> <li>• Length of vehicle</li> <li>• Seating capacity of vehicle</li> <li>• Standing capacity of vehicle</li> <li>• Total miles on active vehicles during a specified period of time</li> <li>• Average lifetime miles per vehicle</li> </ul> <p>This information shall be searchable and sortable by all attributes.</p>	
4.6	<p>All data collected by the system shall be searchable and query-able using the successful offeror's provided software tool.</p>	

4.7	The successful offeror shall evaluate and recommend whether the system shall operate from servers that reside at the City's server room or hosted on the successful offeror's servers. The recommendation shall identify the advantages, disadvantages, and costs associated with the hosting options. If the system is to be hosted on City servers, the successful offeror shall provide server specifications and storage requirements. If hosted on the City's servers, the successful offeror shall be required to enter into a third-party agreement for remote access to the City's network for trouble-shooting and debugging. If hosted on the successful offeror's servers, the successful offeror shall propose a service-level agreement for review and approval. The offeror is required to sign third-party access policy and is required to keep FRED data secure.	
4.8	The server storage shall be appropriately sized to store a minimum of 5 years of data.	
4.9	All collected data shall be available on a live basis and all stored data shall be available for query out to five years of data. The offerors shall clearly explain how the data is managed and available for query and discuss potential performance considerations.	
4.10	The successful offeror shall prepare report templates for FRED staff to approve.	
4.11	Offerors shall describe the system's security and security administration. Indicate whether security is at the data element level and if not, describe the level at which security is maintained by the system.	
4.12	The collected data shall be compatible with commercial relational databases.	
4.13	The system database shall support standard query language (SQL).	
<b>Task 5 (Functional)</b>		
5.1	The application shall provide real-time transit scheduling functions on a route and vehicle-specific level of detail.	
5.2	The application shall feature configurable route performance alerts, and schedule adherence for all transit vehicles in operation.	
5.3	The application shall provide transit scheduling adherence capabilities on a route and vehicle-specific level of detail.	
5.4	The application shall provide automated route and schedule recommendations of transit vehicle assignments.	
5.5	The application shall provide a tool for scheduling specific vehicles to specific routes that is integrated into the overall system.	
5.6	The application shall provide a tool for scheduling drivers to specific vehicles which is also integrated into the overall system.	

5.7	The application shall provide fiscal and financial analysis tools (passenger fare and vehicle operating cost information, to include mileage and service hour based costs) on a route and vehicle-specific level of detail.	
5.8	The application shall provide the ability to assign specific drivers to specific buses and specific routes for tracking purposes.	
5.9	The application shall provide the ability to match bus number and route/trip number on a real-time, daily basis.	
5.10	The application shall include an archiving feature for storage of all superseded scheduling output.	
5.11	The application shall show a live map of buses traveling all routes, along with estimated arrival times updated in real-time.	
5.12	The application shall feature the ability for riders to sign up for text message alerts on regular mobile phones to receive notifications of any delays or changes made to their route by going to the FRED website and subscribing to specific routes.	
5.13	The application shall feature an output function to generate General Transit Feed Specification (GTFS) ready files.	
5.14	The application shall feature an output to generate static schedules in PDF format.	
5.15	The application shall feature the ability to add, delete and update route and schedule information.	
5.16	The system shall feature configurable alerts on vehicle status and schedule for internal FRED use. The alerts shall be customizable and shall be sent via email to a configurable set of users.	
5.17	The system shall feature a password protected login screen with configurable list of users. The system shall have different user levels with configurable set of permissions for each user.	
5.18	The system shall feature the ability for deviated routes to be entered into the system by FRED staff and for updated route schedules to be generated based on the requests. The system shall be configured to accept automated deviated route requests from the website.	
5.19	The system shall feature demand forecasting capabilities for routes.	
5.20	Offerors shall identify how their system would be integrated and the level-of-effort and cost of integrating with the City's Fleet Management system.	
5.21	Offerors shall fully disclose and describe all ad hoc reporting capabilities of the system being proposed and indicated 3rd party product included as part of the system, if any.	

<b>Task 6 (Testing, Validation &amp; Documentation)</b>		
6.1	The successful offeror shall prepare a testing and system validation plan for review and approval by FRED.	
6.2	The successful offeror test plan shall map each requirement to a test case.	
6.3	The successful offeror test plan shall demonstrate that all system requirements have been successfully met prior to FRED user acceptance testing.	
6.4	FRED staff shall perform user acceptance testing on the system prior to placing the system into operation.	
6.5	The successful offeror shall provide documentation, reference guides, training material, installation guides, and as-built documentation on the installed system.	
6.6	Prior to commencement of testing the successful offeror shall provide FRED with a test plan and all test scenarios, test scripts for review and approval by FRED. The successful offeror shall not proceed with testing until all test plans have been reviewed and approved by FRED.	
6.7	Data from the system shall be made available to external sources as approved by FRED such as Google, RITIS or other public or private applications at no cost to FRED.	
6.7	The successful offeror shall identify operational process and procedure changes precipitated by software implementation. (Manual notifications or data collection practices that should change based upon the software's functionality.)	
6.8	Offerors shall provide an explanation of how upgrades and new software releases are implemented and how customizations may be affected.	

**Bus Stop Annunciator System:**

ID	REQUIREMENT	RESPONSE
<b>Task 7 (General)</b>		
7.1	The system shall meet or exceed all ADA requirements currently in effect including those found in 49CFR Parts 37.167 and 38.35.	
7.2	The system shall announce accurate and timely next stop information to riders on all FRED transit vehicles.	
7.3	The initial system setup shall be conducted by the successful offeror. This shall include the programming of all devices in all vehicles for all routes and stops.	
7.4	The system shall be compatible with existing power available on FRED transit vehicles.	
7.5	The system shall be installed on 30 FRED vehicles. The system shall be expandable and capable of supporting additional vehicles.	
7.6	The system shall not require recording studio time to generate messages and all messages shall be text to speech.	
7.7	The successful offeror shall provide a minimum of one hour of training to all drivers, all maintenance personnel shall receive a minimum of one hour of training on installing and repairing automated announcement equipment. The successful offeror shall provide transit managers and route planners with sufficient classroom and hands on instruction to become proficient on the setup and configuration of the system. Training to include supporting training and technical support manuals/guidebooks.	
7.8	The vehicle operator's use of the on-board PA system shall override any automated announcements.	
7.9	In the event that a vehicle is operating off-route, the automated announcements shall not be made. The system shall detect reacquisition of the route, at any point along the route, and automatically determine and announce the next valid bus stop or other designated location.	
7.10	Off-route and on-route detection and recovery shall be automatic and not require operator intervention or action, nor shall it require the vehicle to be driven to special reacquisition points.	

7.11	The successful offeror shall create the initial set of audio messages in English for the entire system. FRED shall have the right to approve scripts and to select a “voice” to be used system wide. Data shall be created for one route, in both directions, and tested on the first equipped bus, in revenue service for, at least, five (5) days. Development of system-wide scripts shall not commence until after this test.	
<b>Task 8 (Hardware)</b>		
8.1	Offerors shall include with the hardware purchase all firmware updates for a minimum of five years from system acceptance at no additional cost to FRED.	
8.2	The system shall automatically announce stops and shall not require driver input. The annunciation system shall use the vehicle location information to trigger these announcements on-board the vehicle whenever the vehicle enters a “trigger zone.” A trigger zone is a user-defined area that is located just prior to each stop location. For example, the trigger zone may begin 800 feet before each stop or other announcement location. The successful offeror shall set up this system and all trigger zones in consultation with FRED staff.	
8.3	The system shall support at a minimum two speakers, one directed at the passengers inside the vehicle and a second directed at passengers waiting to board. The system shall integrate with the existing vehicle audio system and automatically override music if playing in the bus. It is the responsibility of the successful offeror to test the audio system speakers for proper operation and provide speakers or replace speakers as needed.	
8.4	The system shall automatically turn on when the vehicle ignition is activated.	
8.5	The volume of the announcements shall be automatically adjusted according to the noise level on the vehicle at the time.	
8.6	The system shall feature GPS-driven hardware which automatically activates the stop announcement based on vehicle location.	
8.7	The in-vehicle hardware shall be hardened for transit vehicle environments. The hardware shall be shock protected.	
8.8	The system shall feature support for optional on-board LED signs.	
<b>Task 9 (Software)</b>		
9.1	The software shall utilize a text to speech engine.	
9.2	The software shall feature multiple language support. At a minimum the system shall be provided with an English text to speech engine.	

9.3	FRED shall own the license to the text to speech engine and shall not pay a user fee for the use of the system or the text to speech engine.	
9.4	The system shall announce the bus route and destination to riders waiting at the door. The outside speaker announcement shall be triggered when the vehicle comes to a complete stop and the door opens.	
9.5	The system shall be provided with Windows compatible desktop software which lets users preview pronunciation of words.	
9.6	Offerors shall provide a cost for software and license updates for a minimum of five years from system acceptance.	
9.7	Offerors shall provide an explanation of how upgrades and new software releases are implemented and how customizations may be affected.	



**Transit Website:**

ID	REQUIREMENT	RESPONSE
<b>Task 10 – Plan</b>		
10.1	The successful offeror shall utilize 5 sample websites provided by FRED as examples and ideas for the new design and incorporate best practices from each website into the design of the final FRED website.	
10.1.1	The successful offeror shall demonstrate working examples of any features they recommend for incorporation into the final FRED website.	
10.2	The successful offeror shall use applications and technology that is considered industry standard and COTS to create the website.	
10.2.1	The successful offeror shall demonstrate all technology and website features to FRED prior to final website build.	
10.3	The successful offeror shall demonstrate and provide a content management system (CMS) that shall allow FRED staff to easily update and maintain the website from a remote location (i.e., through the use of a simple dashboard control panel). The CMS shall allow for tiered access levels to content and controls (e.g., author, publisher, and administrator).	
10.4	The CMS shall:	
10.4.1	Be user-friendly and intuitive for the average user.	
10.4.2	Be browser-based and feature cross-browser, cross-platform content updating from tablets and smart phone devices.	
10.4.3	Allow for automatic posting and removal of certain content items on a specified date/time.	
10.4.4	Provide for website visitors to rate and/or comment on individual web pages.	
10.4.5	Allow portal functionality that provides customizable access to the website's content.	
10.4.6	Allow for auditing trails of individual content blocks.	
10.4.7	Allow for a history trail of individual content blocks so historic content can easily be republished.	
10.4.8	Feature the ability to cut/paste from Microsoft Word with automatic 'clean-up' of background code.	
10.4.9	Allow for Active Directory Integration for Content Management.	
10.4.10	Allow easy access to background HTML code.	
10.4.11	Allow access to help/troubleshooting information without exiting the active transaction.	
10.4.12	Feature online user's manuals including a table of contents, index, search capability, and hypertext links.	
10.5	The successful offeror shall convert existing content/pages in the website to the new design template. (Offerors shall identify this cost as a separate line item in their proposal.)	

10.6	The successful offeror shall demonstrate the ability of the website to integrate with social media applications to include, but not be limited to, Twitter, Linked-in, Google+ and Facebook.	
10.7	The successful offeror shall consult with the FRED Social Media Site Administrator (SMSA) to develop a plan for how the FRED Twitter feed shall be incorporated into the design of the website and how it shall be managed when the website goes live.	
10.8	Offerors shall indicate in their proposal whether or not the system can operate in a virtual environment.	
10.9	Offerors shall explain how FRED will access the website for updates.	
<b>Task 11 – Design</b>		
11.1	Successful offeror shall provide, in the form of electronic documents that FRED can mark up, a sample website design that includes single-page mockups of:	
11.1.1	A homepage, with the following features shall be provided: <ul style="list-style-type: none"> <li>• Main rotating content area</li> <li>• Service/News alerts</li> <li>• Trip planner (Google Transit)</li> <li>• Interactive Event Calendar</li> <li>• Links/navigation</li> </ul>	
11.1.2	A general content page, with the following features shall be provided: <ul style="list-style-type: none"> <li>• Formatted headlines, body text, links, lists, etc.</li> <li>• News alerts</li> <li>• Links/navigation</li> </ul>	
11.1.3	Any complex/specialty technical pieces shall be provided, including: <ul style="list-style-type: none"> <li>• Route maps</li> <li>• Trip planner (FRED travel alerts and Twitter feed integration)</li> <li>• Mobile versions</li> </ul>	
11.2	The successful offeror shall obtain written/electronic approval from FRED on all design elements (homepage, content page, specialty pieces, and style guide) before proceeding to build new FRED website.	
11.3	The successful offeror shall create a Style Guide that shall be used to determine a standardized format and enhanced graphical look thereby establishing a unified theme throughout the entire website. This guide can be submitted in PDF form.	
11.4	The website shall feature integration with Google Analytics.	

11.5	The successful offeror shall design the website to function effectively with common versions of software and hardware. The successful offeror shall provide a list of the versions of software and hardware supported with the proposal.	
11.6	The successful offeror shall utilize Section 508 and W3C Content Accessibility Guidelines when designing and developing the FRED website.	
11.7	The website shall provide for high-speed upload/download times for low-end to high-end computers and mobile devices. A page size of less than 75kb for template elements is preferred.	
11.8	The website shall feature 'breadcrumb' navigation in the design so users can at any time tell their whereabouts on the website.	
11.9	The website shall include the functionality to incorporate dynamic polls and surveys and the ability to easily export poll and survey data into standard formats (pdf, xls, csv).	
11.10	The successful offeror shall design a website that features newsletter support and subscription functionality that allows website visitors to subscribe to one or more on-site topics and receive updates through email and text.	
11.11	The successful offeror shall design a website that is easy to use and intuitive and shall use a 'the less clicks the better' concept (no more than 3 clicks).	
11.12	The successful offeror shall develop a website with templates that are CSS driven which will allow for restrictions on colors, font-types, etc.	
11.13	The successful offeror shall design a website with end to end, online time for the central data processing system that satisfies the following performance requirement during normal processing periods: <ul style="list-style-type: none"> <li>No greater than 3 seconds 97% of the time for page load.</li> </ul>	
11.14	The successful offeror shall integrate basic Google search capability for the entire website.	
11.15	The successful offeror shall design a website with security features that allow remote access by authorized individuals but will inhibit hacking by unauthorized individuals.	
11.16	The website shall feature tracking and reporting tools to identify attempts at unauthorized access.	

<b>Task 12 - Build</b>		
12.1	The successful offeror shall provide a project schedule and conduct weekly check-in meetings where progress updates shall be shared. Updates should include: The progress of the successful offeror in building the website and the progress of FRED staff in generating content. The successful offeror shall tie the schedule to the website requirements.	
12.2	The successful offeror shall coordinate with FRED to establish who on FRED staff shall be responsible for generating, approving and submitting content to the successful offeror for use in the new FRED website.	
12.3	The successful offeror shall prepare a procedure for identifying, generating, approving, and implementing changes to content, that shall be approved by FRED.	
12.4	The successful offeror shall create all content and pages to provide the same level of service to users with visual, hearing, motor, or cognitive disability as it does to the general public.	
12.5	The successful offeror shall include RSS feed from the website data.	
12.6	The successful offeror shall incorporate a trip planner into the website that allows users to input a starting bus stop/address, an arriving bus stop/address, and date/time info to plan their FRED use. The trip planner shall use the FRED information provided by Google Transit.	
12.7	The successful offeror shall incorporate an alerts/delays area that allows FRED staff to post real-time service updates and incorporates the FRED Twitter feed.	
12.8	The successful offeror shall design and integrate a route deviation request feature on the website that the successful offeror shall integrate with the real-time schedule system to request route deviations. The route deviation request feature shall automatically notify users making a request if their deviation location is greater than a user configurable distance off the main transit route.	
12.9	The successful offeror shall provide browser-based remote login functionality for website maintainers to update content on the website through a graphical user interface.	
12.10	The successful offeror shall ensure that all services provided by the website are fully functional on the mobile version of the website as well.	
12.11	The successful offeror shall design a website that builds upon proven and accepted website development standards while maintaining the flexibility to easily grow and add new functionality for audiences and administrators over time and with minimal cost.	
12.12	The website shall allow for URL aliases to provide a more understandable name to the content.	

12.13	The successful offeror shall develop a website that is compatible with the latest version (latest version at the time of the website deployment) of all major web browser platforms to include but not be limited to: <ul style="list-style-type: none"> <li>• Safari</li> <li>• Firefox</li> <li>• Internet Explorer</li> <li>• Chrome</li> </ul>	
12.14	The successful offeror shall develop a website featuring integration of the following communication methods that shall be used to keep audiences up-to-date: <ul style="list-style-type: none"> <li>• Email notification</li> <li>• Text notification</li> <li>• RSS feeds</li> <li>• Blogs</li> <li>• Gov 2.0</li> </ul>	
<b>Task 13 - Test</b>		
13.1	The successful offeror shall test the website (homepage, content page, specialty pieces, mobile version) to make sure that professional standards are met in the categories of:	
13.1.1	Americans with Disabilities Act (ADA), Section 508.	
13.1.2	Search Engine Optimization (SEO).	
13.1.3	Language Translation Capabilities (Google page translation).	
13.1.4	Mobile browser optimization (iOS, Windows, and Android browsers).	
13.1.5	Cross-browser compatibility (Safari, Firefox, Opera, Internet Explorer, Chrome, any other major browsers).	
13.1.6	Printer-friendly versions of all pages.	
13.1.7	File hosting/performance minimums.	
13.1.8	Page/file loading and downloading time.	
13.1.9	Overall website security.	
13.2	The successful offeror shall provide FRED staff with a document describing all performance test procedures.	
13.3	The successful offeror shall submit all test results to the client for review, and approval, at least 6 weeks before the launch of the website.	
13.4	The website shall feature the capability to prepare an automated listing of broken links on the website.	
13.5	When the website is up and running, the successful offeror shall fix any problems found within 4 hours of when they are reported and include an escalation and resolution process for any fixes anticipated to exceed the 4 hour window.	
<b>Task 14 - Implement</b>		

14.1	The successful offeror shall launch the new FRED website by the date determined by FRED. 'Full launch' includes: <ul style="list-style-type: none"> <li>• Completed and consistent redesign</li> <li>• All pages functional</li> <li>• All content accessible</li> <li>• No issues within any categories from task 4.1</li> <li>• Fully functional mobile version</li> </ul>	
<b>Task 15 - Train</b>		
15.1	The successful offeror shall prepare a training syllabus/guide for the FRED review and approval.	
15.2	The successful offeror shall provide a minimum of 4 hours of training to FRED staff on how to access, understand, update, and troubleshoot the launched website.	
15.2.1	The successful offeror shall provide 5 copies of the training syllabus/guide and all documentation on the website.	
<b>Task 16 – Support</b>		
16.1	Offerors shall clearly describe their proposed maintenance plan. The plan shall include an appropriate time and resolution escalation process. The successful offeror will be expected to enter into a maintenance agreement in accordance with the mutually agreed maintenance plan. The agreement should cover; at a minimum; the first 3 years of operation.	
16.2	Offerors shall clearly identify whether the website shall be hosted on the offeror's server or the City's server. The recommended approach shall identify the pros/cons, costs, performance and other advantages that support the recommendation. The hosting shall feature a guaranteed 99% uptime. At the time of the proposal submission if the offeror proposes to host the website, their proposal shall provide FRED with a cost for each additional year of hosting beyond 3 years and up to 6.	
16.3	The successful offeror shall provide remote support capabilities as part of support agreement.	
16.4	The successful offeror shall support software updates and bug reporting available via the internet.	
16.5	The website shall feature an audit trail to track and document all changes, who made each change, and the time of each change.	
<b>Task 17 – Maintain</b>		
17.1	The successful offeror shall ensure that updates to the CMS, Google Transit, or hosting technology used by the website do not affect its functionality.	
17.2	Offerors shall provide a cost breakdown using the form provided for a full website re-design from 5 years after the date of final acceptance .	
17.3	The successful offeror shall provide the option of new technology integration every two years.	

17.3	The successful offeror shall be available on a consultant basis at an agreed upon per hour rate for future upgrades. At the time of proposal submission Offerors shall provide FRED with an hourly rate valid for up to two years following final project acceptance.	
17.4	The successful offeror's plan and design shall provide data storage for 5 years of website data and updates.	
17.5	The successful offeror shall provide all corrections and system updates as part of maintenance agreement, New major enhancements will be identified at additional charge.	

## **D. Instructions to Proposers**

Proposals should include the following elements:

1. A list of clients/references for whom the Offeror has performed work similar to that set out in the Scope of Work, to include the client's name, the nature of the work performed, mailing address, contact person and contact information.
2. Identification of the project manager and key personnel who will work on the project, to include resumes and descriptions of relevant work experience and the role each person will play in the project.
3. A project cost proposal to include: total project fixed cost; accounting of project manager and staff time by work task; list of all-in hourly rates for all staff working on the project; administrative overhead, travel and other non-personnel expenses; profit or fee; and any other expenses. The cost proposal must be signed by an authorized corporate official of the proposer.
4. A description of the level and type of assistance that will be required from FRED staff to complete the project successfully.
5. A list of pending litigation involving the proposer or any officers, employees and/or consultants thereof in connection with contracts. If none, so state.
6. A list of convictions or adverse court rulings involving fraud or related of all officers, consultants and employees. If none, so state.
7. Audited financial statement(s) for the most recent period available and two preceding years. By submitting its proposal in response to this RFP, the offeror grants the City of Fredericksburg and the Commonwealth of Virginia the right and permission to audit Offeror's financial and other records as they relate to this procurement of services. Include a statement that the proposer does not have any commitments or potential commitments that may adversely affect the proposers assets, lines of credit or guarantor letters in a way that impairs its ability to perform the contract.
8. Attachment A, General Terms and Conditions, shall become part of this contract.

## **E. Evaluation Criteria**

Initial Review for Completeness and Compliance. All proposals will be reviewed initially to determine whether they are complete, in the required format, and in compliance with all requirements set out in this RFP. Failure to meet these requirements may result in the proposal being rejected without further consideration.

### Evaluation Criteria

FRED's selection committee will use the following criteria in its review and evaluation of the proposals:

#### Proposal Evaluation Criteria

Criterion Description	Point Range
A. Suitability of the proposer to provide the requested consulting services (public sector, transit, IT-related experience and qualifications)	0-15



B. Experience, qualifications, technical competence and availability of proposed personnel assigned to the project	0-20
C. Proposer's understanding of project scope and goals as well as clarity, completeness and general quality of the proposal	0-15
D. Proposer's references and client recommendations	0-15
E. Knowledge and experience of ADA and its applicability to this project	0-10
F. Total proposed fixed cost of consulting services	0-20
G. Percent of total work to be performed by DBE or SWAM enterprises	0-5
Total points available	100

Only those proposers or sub-consultants certified by the Commonwealth of Virginia or other state authority as Minority or Disadvantaged Business Enterprises or as a Small-, Women- and Minority-Owned Enterprise will be counted as such enterprises for purposes of Criterion G above.

**F. Submission of Proposals**

**Proposals must be delivered by not later than 4:00 p.m. on August 12, 2013, to:**

Ms. Kathy Beck, Director  
 FREDericksburg Regional Transit  
 1400 Jefferson Davis Highway  
 Fredericksburg, VA 22401

Proposals themselves should be in a sealed inner envelope containing the proposer's name, the proposer's contact information, the proposal name and the proposal number (RFP 14 001).

**G. Proposal Opening, Evaluation and Award**

Proposal Opening. Proposals will be opened on or about August 13, 2013. At that time, any deficiencies or omissions in the proposals will be identified. At its sole discretion, FRED may request proposers to submit additional information needed to address any deficiencies or omissions.

Evaluations. FRED plans to complete its evaluation of the proposals, including any additional information it may require offerors to submit, by August 20, 2013.

FRED will select the Offeror best meeting its needs and requirements. . FRED plans to award the contract by August 30, 2013.

#### **H. Contacts**

Anyone desiring additional information about this RFP should contact:

Mr. Craig Reed  
Manager, Policy Planning and Compliance  
FREDericksburg Regional Transit  
1400 Jefferson Davis Highway  
Fredericksburg, VA 22401  
Tel: 540.372.1222  
Email: rcreed@fredericksburgva.gov

To allow for timely responses, all questions about this procurement should be communicated by July 18, 2013.

All communications will become a part of the procurement record. All inquiries and responses will be provided to all prospective proposers.