

REQUEST FOR LETTERS OF INTEREST

The Greater Dayton Regional Transit Authority (RTA) is interested in purchasing a new electronic payments solution.

Through this Request for Letters of Interest, RTA hereby solicits information from only those payment solutions vendors that meet the vision statement outlined in this letter.

For additional information, please send a request to Tamea Wiesman, Greater Dayton Regional Transit Authority, 4 South Main Street, Dayton, OH 45402 or email to twiesman@greaterdaytonrta.org. Additional information is also available on our website at <http://proc.greaterdaytonrta.org>. If information is accessed from our website, please email your contact information to Tamea Wiesman so we may update our database.

The Letters of Interest are due by 2:00 PM on May 15, 2018.

Vision Statement

RTA, in order to provide high quality, accessible services to its customers, is looking to replace its existing cash and magnetic tickets-based Automated Fare Collection (AFC) system with a new electronic payments solution. The payments solution will be an integral part of a MaaS platform planned for the Greater Dayton region, which may span a minimum of 9 counties. This solution must provide customers with an easy-to-use, open and integrated payment platform, connecting along all mobility modes identified in the region. Mobility modes include, but are not limited to fixed route transit, demand response transit (including ADA complementary paratransit), human services transportation, ridesharing services, taxis, transit network companies (TNC), bike share (B-Cycle), parking meters and garages. The report, *Final Memo-Mobility as a Service Concept*, provided along with this Request for Letters of Interest, highlights key elements of the MaaS concept Dayton is planning to implement.

Payment Solution Overview

Key goals for the new solution include (1) providing an open and nonproprietary architecture, (2) enhancing ease of use, (3) enabling accessible payment options and (4) phasing out and ultimately eliminating all on-vehicle cash transactions by 2020.

The payments solution must be 100% contactless and eventually cashless by 2020 across a fleet of 300 fixed route and paratransit vehicles. Key elements of the solution include:

1. An account-based back-end that at least 1) manages customer payment accounts, associated sub accounts and payment products, 2) manages payment transactions and funds processing, 3) provides 3rd party integrations, 4) supports apportionment/settlements and reconciliation with 3rd parties, 5) supports web-based general public, institutional and discount/benefits portals.

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2. Payment media will include RTA-issued contactless smartcards, third party- issued contactless smartcards, mobile phones, and wearables. Third party smartcards may include identification cards issued by State of Ohio, businesses and institutions such as local public schools, universities and colleges. Other payment media may include contactless credit or debit cards and digital wallets like Apple Pay and Google Wallet.
3. On-board readers/validators must read contactless smartcards and validate mobile tickets using Near Field Communications (NFC) and Bluetooth. At this time, RTA is not interested in review of solutions that may provide mobile ticketing validation using barcodes/QR codes or flash pass approach.
4. Account-based back-end must provide integration with RTA's on-demand transportation billing software to support integration with state agency programs such as Medicaid, Non-Emergency Medical Transportation (NEMT), in order to deliver seamless, paperless billing for all providers and mobility managers.
5. Account-based back-end should support account replenishment in partnership with retail merchants.
6. Account-based back-end should support integration with third party payment systems such as parking, bikeshare, TNCs, etc. to pay for trips booked using RTA's multi-modal trip planner/booking system.
7. On-board solution should support dual door boarding on all fixed route vehicles.
8. The solution should provide fare capping functionality to ensure that customers pay a fair price, which will be expanded beyond RTA fixed route and paratransit services so all customers can choose the best mobility mode for their trip and know they'll pay a reasonable price.

Response Format

When submitting the Letter of Interest with the details of your solution, please respond to the following questions:

1. Describe your capabilities and experience in providing account-based system that is used for payments for multi-modal trips that may also include non-transit components (e.g. parking, taxis, bikeshare, TNCs, etc.)
2. Describe your capabilities and experience in providing web-based portals for management of payment accounts and products for the general public and institutions and for management of special programs such as discounts, benefits and loyalty.
3. Describe your capabilities and experience in the proposed solution for providing flexible pricing/tariff management. Is it possible to bundle services from multiple providers, as needed for MaaS? Please refer to the included report, *Final Memo-MaaS Platform Concept*, for details on the concept of mobility packages.
4. Describe your capabilities and experience in working with third party operators in a large geographic area for enabling payments on their vehicles or for back-end integrations.
5. Describe your experience in handling payments for non-emergency medical transportation (NEMT) trips and other related human services transportation.
6. Describe the flexibility in your solution to enable third party (non-transit) payment systems. Specific examples should be provided for TNCs, parking, taxis, bikeshare, etc.
7. Describe the capabilities of your on-board solution for validation of media. Also, respond to the following:
 - a. How flexible is the product to adopt future standards for payments?
 - b. What are the needs for PCI compliance, if any?
 - c. Describe your experience with not-so mainstream validation concepts such as Bluetooth low energy (BLE), Near Field Communication (NFC) and contactless EMV.
8. Describe your general experience in helping agencies implement cashless strategies.

9. Describe your experience in supporting partnerships with retail merchants for account reload.
10. Provide information on total cost of ownership of solution that can meet RTA needs:
 - a. Provide a breakdown by capital and annual operating costs.
 - b. Provide details of payments as-a-service approach, if offered.

Evaluation of Responses

RTA plans to evaluate responses and invite vendors for oral presentations for further clarifications. This presentation may be attended by RTA staff, key stakeholders for Dayton MaaS initiative and representatives from other transportation agencies in the State of Ohio.

Please note that the evaluation process is part of our industry review process before releasing the Request for Proposal. At this time, RTA is not looking to make any awards through this evaluation. Key criteria to be used for the evaluation are:

1. Technical capabilities of the proposed solution to meet project vision and goals
2. Product life cycle, expandability, reliability, maintainability
3. Vendor and proposed team qualifications and experience
4. Time required to implement the system and terms and conditions for vendor support and maintenance
5. Total cost of ownership

Next Steps and Projected Timeline:

1. Presentations from Fare Payment Solution Vendors Letters of Interest Respondents – June 2018
2. Request for Proposals Released for Fare Payment Solutions System – 3Q 2018
3. Award Fare Payment Solutions System – 4Q 2018
4. Fare Payment Solutions System Installations – 2Q 2019
5. Fare Payment Solutions Initial Phase Completed, Functioning and Cashless – by end of 4Q 2019