



RFTA Solicitation No. 20-051

REQUEST FOR PROPOSALS MOBILE TRANSIT TICKETING SYSTEM

Solicitation Date:	July 10, 2020
Pre-Proposal Meeting:	10:00am MT, July 20, 2020
Deadline for Written Inquiries, Exceptions, and/or Requests for Clarifications:	5:00pm MT, July 27, 2020
RFTA Response to Inquiries and/or Requests for Clarifications:	5:00pm MT, July 30, 2020
Proposals Due:	11:00am MT, August 7, 2020

Procurement Department
1517 Blake Ave suite 201
Glenwood Springs, CO 81601
970-384-4861
procurement@rfta.com



NOTICE TO PROPOSERS

SOLICITATION NO. 20-051 Mobile Transit Ticketing System

The Roaring Fork Transportation Authority (RFTA) is seeking proposals for a mobile transit ticketing application that allows passengers to purchase and validate fare on any bus within its service area. The Solicitation documents will be available July 10, 2020.

To download documents from BidNet go to www.bidnetdirect.com , select Colorado, then Roaring Fork Transportation Authority. If you are not already registered with BidNet, you must complete their registration information. For assistance with registration, please contact BidNet Vendor Support at (800) 835-4603 Monday through Friday from 6:00 AM – 6:00PM (MT).

A Pre-Proposal Conference will be held on 10:00am (MT), July 20, 2020 via WebEx Conference. To register for the conference, please complete a RFTA Vendor Registration Form at www.rfta.com/procurement/vendor_registration/. Once your registration has been received, you will receive an appointment via email.

Proposals are due before **11:00am, August 7, 2020**. Proposals must be submitted in PDF format and uploaded to BidNet Direct, www.bidnetdirect.com. Use “[YOUR COMPANY NAME] RFP #20-051” as the title of the uploaded documents to clearly indicate the contents. RFTA will not accept late, faxed or emailed submissions.

This solicitation does not commit RFTA to award a contract, pay any cost incurred in preparation of submittals, or to contract for services. RFTA reserves the right to reject all proposals received, to waive irregularities and informalities, and to accept the proposal, which is deemed in the best interest of RFTA to accept. For questions or more information, contact RFTA’s Procurement Department at procurement@rfta.com or (970) 384-4861.

Para informacion en Español favor de llamar al (970) 384-4950 o mandar por correo electronico Spanish@rfta.com.

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Part I Project Background and Goals

The Roaring Fork Transportation Authority (RFTA) is soliciting proposals from qualified proposers for a mobile transit ticketing system application. RFTA is a public transit agency in the Roaring Fork Valley, Colorado that spans from Aspen to Rifle, Colorado, operating from two (2) maintenance facilities; Aspen Maintenance Facility (AMF) and Glenwood Springs Maintenance Facility (GMF). RFTA serves approximately 4.9 million annual rides with a fleet size of approximately 130 buses. The agency operates local and commuter bus routes in a rural environment with a jurisdictionally dependent, zone fare structure.

RFTA seeks to deploy a mobile ticketing application that allows passengers to purchase and validate fares on any bus within its service area. The application will allow passengers to purchase any of RFTA's available fare types which include period and stored value passes. RFTA currently uses Genfare SPX farebox and ticket vending machines (TVM). Fareboxes are available on most of the fleet except for City of Aspen local routes which are free. TVM's are available at all Bus Rapid Transit (BRT) stations along the Colorado State Highway 82 corridor from Aspen to Glenwood Springs. The system is highly dependent on magnetic stripe passes and stored value passes. However, we anticipate phasing all magnetic stripe media out over the next year to be replaced with a smart phone app and MIFARE chip smart cards.

The optimal implementation will allow passengers to access and manage their accounts in a variety of ways, including a smartphone app, a web portal and other innovative methods to improve customer access. Ideally, the solution will integrate with the agency's CAD/AVL system for route and trip identification as well as with RFTA's Genfare SPX fare structure for interoperable fare payment and validation with other fare media types. RFTA is also interested in proposals that would allow customers to connect to other transit systems such as Colorado Department of Transportation's (hereinafter referred to as "CDOT") BusStang service.

Additionally, Transit App serves as the leading trip planner, mobile passenger information system and bike-share reservation system connected to the local "WE-CYCLE" program for Roaring Fork Valley customers. Proposals that would either plug-in to Transit App and its core functionality or conversely, plug the schedule, real-time information and bicycle reservation functionality into the mobile ticketing application are highly desirable.

It should also be noted that while RFTA does manage a valid General Transit Feed Specification (hereinafter referred to as "GTFS") feed (latest feed available at <https://transitfeeds.com/p/roaring-fork-transportation-authority/907>), it does not provide or intend to manage a GTFS Real-Time (hereinafter referred to as "GTFS-RT") feed. Real-time

passenger information and CAD/AVL integrations can be provided by Clever Devices. Due to an exceptionally high number of unscheduled trips operated on a daily basis, GTFS is not a viable source for trip identification.

RFTA's goals for the project are for it to:

1. Increase passenger convenience.
2. Provide an integrated fare solution.
3. Be a solution that actively deters fare evasion in a complex, zone fare setting.
4. Ability to validate mobile tickets and other fare media.
5. Provide staff with administration portal to create and modify fare types and adjust passenger accounts.
6. Provide customers with an account management portal for customer self-service.
7. Provide customers with access to multiple functions including passenger information, trip planning and bicycle reservation capabilities.

Part II Scope of Services

The following lists of specifications are also shown in the "Requirements Matrix" Exhibit A. This matrix is to be completed by each vendor (hereinafter referred to as "VENDOR"). RFTA assumes that VENDORS *may not* be able to meet all requirements. The matrix should represent the most accurate depiction of the proposed solution's capabilities relative to the requirements listed. Instructions are included with the "Requirements Matrix" attachment. The requirements are based on RFTA's best attempt to describe our vision for the concept of operations given the unique characteristics of the service and touchpoints to other systems or services.

Proposals that suggest alternative proposed conceptual methods to meet the scope of work are encouraged and welcome. However, proposals that diverge from this concept of operations should fully explain how the VENDOR will address the gaps between available data, requirements or business process and the VENDOR solution.

Proposals should include screen images in color and wherever possible, with the highest definition and clarity to be used for evaluation and review.

1. General Requirements

- A. The VENDOR will provide a mobile ticketing system (hereinafter referred to as "SYSTEM") that includes a smartphone mobile ticketing app ("APP"), administration web portal hereinafter referred to as ("ADMIN PORTAL"), integrated validators (hereinafter referred to as "VALIDATOR") on all revenue-collecting vehicles, customer web portal (hereinafter referred to as "CUSTOMER PORTAL"), management of the APP, all services, interfaces and integrations;

- B. Back-office hardware infrastructure will be managed within RFTA's network on RFTA hardware, or on a cloud-hosted *Mobility as a Service (hereinafter referred to as "MaaS") system. [*See requirements in Back-Office Hardware Environment section for hosted solutions];
- C. The VENDOR will manage the certification, release, maintenance, updates and upgrades of the APP in all respective operating system app stores;
- D. The SYSTEM will allow customers to download and access the APP for free, at all times of day without limitation, and will handle large volumes of concurrent downloads for special events or other peaks in service. Any limitations must be identified with the proposal;
- E. The SYSTEM, including the APP, CUSTOMER PORTAL and ADMIN PORTAL will meet all current ADA guidelines related to web and mobility access;
- F. The SYSTEM, including the APP, CUSTOMER PORTAL and ADMIN PORTAL will be available in Spanish Language using syntax that is widely understood by native Spanish speakers in the Southwest US and/or Mexico;
- G. The APP will allow for offline payment when devices are not connected to a network. This includes offline activation of tickets on a customer's device;
- H. The SYSTEM will store tickets, including stored value and period passes to support validation in offline mode;
- I. All payment processing and data storage will be Payment Card Industry Data Security Standard (PCI DSS) compliance;
- J. The SYSTEM will support any new mobile operating system version within 5 weeks of release;
- K. The ADMIN PORTAL will provide administrative metrics, performance monitoring, reporting tools;
- L. RFTA will own and VENDOR will provide free and open access to all data, excluding credit card account information;
- M. The SYSTEM will ensure account and payment information is accessible and stored in customer accounts for future purchases;

2. APP Functionality

- A. The APP will be capable of operating on at least the most recent current released versions of Google's Android and Apple's iOS operating systems at the time of deployment;
- B. The APP will be backward compatible with at a minimum, the most current and previous two major released versions of the Android and iOS operating systems at any time;
- C. The APP will provide a simple, fast and user-friendly interface for creating customer accounts, entering payment information and activating tickets;
 - 1) An emphasis on minimizing steps, clicks and screens that customers must access is highly desirable;
 - 2) Proposals should provide a description of the number of actions that need to take place to perform standard functions, including account creation, purchases, activation and validation;
 - 3) Proposals should identify any customer convenience features that minimize steps such as saving favorite and past purchases and automatic reload of tickets in the customer's account;
- D. The APP will allow customers to delete or update credit card account information and other information related to their account;
- E. The APP will allow customers to purchase all fares listed in Exhibit B, "Fare Policy and List";
- F. The SYSTEM will support date period passes (e.g., valid for a prescribed number of days after activation), specified start and expiration dates (e.g., for special events), multi-ride stored value passes (e.g., store a specified number of tickets), discounted and various entitlement passes (e.g., youth, senior, disabled etc.);
- G. The SYSTEM will support fare entitlements such as senior, disability and youth passes that also allow RFTA staff to activate and de-activate entitlements for customers (e.g., customer provides proof of entitlement before staff activates the entitlement capability);
- H. The APP will allow customers to purchase tickets without creating an account;

- I. The APP will support multiple payment options including Visa, MasterCard, Discover, American Express credit cards, debit cards, pre-paid debit cards, mobile payment options such as Apple Pay, Google Pay and PayPal;
- J. The APP will allow customers to purchase up to a configurable maximum allowable quantity of tickets or passes, as determined by RFTA, in a single transaction and allow customers to purchase up to a configurable maximum purchase value per day;
- K. The APP will allow customers to split payment of a single transaction among multiple payment options;
- L. The APP will clearly indicate to the customer the status of their tickets and fare products, whether purchased, activated or expired;
- M. The APP will enable customers to make secure electronic payments;

3. Validation

- A. The APP will require customers to activate tickets or passes prior to usage. Ticket validity will be based on agency fare policy;
- B. The APP will allow RFTA staff to quickly and visually determine ticket validity;
- C. The APP will allow customers to clearly and easily demonstrate recently activated fare products as proof-of-payment;
- D. The APP will include security features to protect customer accounts from fraud or theft as well as to deter fare evasion;
- E. The VENDOR will design a SYSTEM that factors all fare media supported by the VENDOR, and provide a detailed explanation demonstrating how the SYSTEM will:
 - 1) ensure zone fares that have not been dual-validated will be deducted at full regional fare,
 - a. A proposed method is for all riders using a regional service where zone fares are applicable must validate when boarding and again validate when alighting the bus. In this suggested method, passengers who failed to validate during alighting would be charged the full regional fare after a reconciliation process;
 - 2) as well as demonstrate how the SYSTEM will actively deter fare evasion;

- F. The APP will include filters or other features to distinguish between valid and expired tickets or passes;
- G. The APP will enable customers to use concurrently active tickets to allow customers to travel in groups (e.g., family using multiple tickets on one account) and allow RFTA staff to visually inspect each active ticket;
- H. Upon activation and boarding a vehicle, the APP will be capable of being validated through a VENDOR-provided VALIDATOR via optical scan, Near Field Communications (NFC) tap or other protocol to validate fares, and/or deduct a usage (if applicable) from the customer account. As previously noted, for zone fares, the APP will be capable of being validated on the same or secondary VALIDATOR at the rear exit (if applicable) to deduct the correct zone fare;
- I. The SYSTEM will be capable of automatically deducting the full regional fare (currently \$10) when a customer has not validated the correct zone fare;

4. Validators

- A. 207 pole-mountable VALIDATORS will be provided by, and at the option of RFTA, installed by the VENDOR or a VENDOR sub-contractor on 121 buses;
- B. Twenty-one (21) additional pole-mountable spare VALIDATORS will be provided by the VENDOR;
- C. VALIDATORS will be capable of validating and deducting value from MIFARE chip cards via NFC;
- D. VALIDATORS will be capable of validating and deducting value from the APP by reading a smartphone generated barcode;
- E. VALIDATORS will be capable of validating paper and other digital media using a barcode;
- F. VENDOR proposals that include integration services to RFTA MIFARE chip fare media will include VALIDATORS configured to validate these fare media using a VENDOR-developed interface and white-list or other method of validating fares generated other RFTA systems;
- G. VENDOR proposals that include integration services to RFTA's CAD/AVL system will be configured by the VENDOR to interface with Clever Devices' Intelligent Vehicle Network (IVN) for trip and route identification;

- H. VENDOR will provide RFTA staff prior to installation of VALIDATORS with maintenance manuals and training on how to maintain and manage VALIDATORS, wiring harnesses and any other functional equipment required for VALIDATORS;
- I. In the event that RFTA chooses to commission work from the VENDOR or VENDOR sub-contractor to install VALIDATOR systems;
- 1) VENDOR will attend a pre-production meeting either in person or remotely to review requirements, quality standards, safety standards and installation plans;
 - 2) VENDOR will provide an acceptance test plan including first article testing and fleet acceptance testing. This plan will be reviewed and must be approved by assigned RFTA staff prior to installation;
 - 3) First article for each sub-fleet or bus type will be installed by VENDOR and perform first article testing witnessed by RFTA staff representative. Modifications will be documented by VENDOR and any failures will be corrected by VENDOR prior to installation of each sub-fleet;
 - 4) Fleet installation acceptance testing will be performed in a multi-step approval process for each VALIDATOR. RFTA information technology and vehicle maintenance staff will provide inspectors at each garage to witness testing and inspect workmanship of installation. All vehicles will pass inspection testing and be approved by RFTA staff prior to acceptance;
 - 5) Installation workmanship will meet quality standards as identified by the American Public Transportation Association per Exhibit C Modified APTA Standard Bus Procurement Guidelines (SBPG) - Electrical;
 - 6) The VENDOR will schedule and coordinate installation with approved RFTA vehicle maintenance staff;
 - 7) No more than two (2) buses will be removed from service at each maintenance facility at any one time for installation unless otherwise authorized by RFTA staff;
 - 8) VENDOR will ensure that buses that have not been completed before the start of the next service day are presentable and in working order for revenue service, even if the bus installation has not been completed unless otherwise authorized by RFTA staff;

- 9) Prior approval by RFTA staff will be required before each bus can be assigned for installation;

5. Fare Products

- A. The VENDOR will configure the SYSTEM to offer all fares listed in Exhibit B, “Fare Policy and List”, and allow RFTA staff to modify these products;
- B. RFTA will be able to add or remove fare products within 2 weeks;
- C. RFTA will be able to manage, restrict access, activate entitlements (e.g., senior, disability, youth etc.) and otherwise manage customer accounts based on eligibility criteria to be determined by the agency;
- D. The SYSTEM will include features that ensure protection against fraud, fare evasion or other illegitimate fare transactions;
- E. The SYSTEM will support event-specific promotional fares that can be configured with variable date ranges, stored value quantities and discounts to be determined by RFTA. Ideally, RFTA staff will be able to configure these changes without the aid of the VENDOR;
 - 1) However, if these custom fare products must be made by the VENDOR, they will be created and available to RFTA within two (2) weeks of request and;
 - 2) The VENDOR will include pricing and any limitations on the number of custom configurations per year;
- F. The SYSTEM will provide features to support discounts on fares offered by external entities such as businesses;
- G. The SYSTEM will allow RFTA staff to add additional stored value to customer APP accounts, and apply other discounts or inducements on demand;
- H. The APP fare products will be presented using RFTA-specific branding;

6. Administration

- A. The ADMIN PORTAL will enable RFTA to manage the SYSTEM, including customer account management, fare product management, report management, and system monitoring;

- B. As part of the proposal, the VENDOR will include clear, full page, color report examples with a full catalog of standard reports already commercially available for all administrative processes including financial reporting, usage reports, settlement data and will describe all available filters, columns, summary options, detail options, drill-down features and interactions, export capability, methods and formats;
- 1) At a minimum, these reports will be made available online for retrieval, review, printing and exporting in Excel and CSV formats;
- C. The VENDOR will handle financial reconciliation and provide summary and detailed reports supporting sales and usage data;
- D. Sales and usage reports will include at a minimum the following data:
- 1) Unique ID for each customer (if available)
 - 2) Unique ID for each transaction
 - 3) Date and time of purchase
 - 4) Location of purchase, if applicable
 - 5) Fare product purchased (e.g., 30 Day Pass)
 - 6) Fare type purchased (e.g., Regular Fare)
 - 7) Quantity purchased
 - 8) Per unit cost (e.g., \$163 for 30 Day Pass)
 - 9) Validation Fee (e.g., cost per tap of \$0.04)
 - 10) Credit card transaction fee (if available)
 - 11) Sales amount paid by the customer
 - 12) Sales amount to be rendered to RFTA
- E. The VENDOR will provide an interface to both raw and summary transaction data for financial reconciliation;
- F. The SYSTEM data must reconcile to the settled amount within 99.99% accuracy;
- G. The ADMIN PORTAL and all functions including reporting features will be accessible to RFTA at all times without limitation;
- H. The ADMIN PORTAL will provide for monitoring real-time ticket sales and activations;
- I. The ADMIN PORTAL will allow RFTA staff to issue refunds to customers;
- J. The ADMIN PORTAL will allow RFTA staff to assist customers, perform investigations to troubleshoot and identify fare and account discrepancies, assist customers to activate accounts, authorize entitlements (e.g., restricted purchases for

senior, disability and youth fares and passes) and to de-activate or disable accounts where fraud or fare evasion is suspected;

7. Customer Portal

- A. The smart phone and web-based CUSTOMER PORTAL will allow customers to login to their account, access purchase history including payment method, purchase amount, date and time of purchase, date, time and locations of activations;
 - 1) These data will be formatted for printing and export for financial reconciliation and/or to provide customers with a receipt for proof-of-payment;
- B. The CUSTOMER PORTAL will allow customers to edit, add or delete credit card information;
- C. For proposals that include integration to MIFARE fare media, the CUSTOMER PORTAL will allow customers to add value to or extend expiration dates on smart cards;

8. Back-Office Hardware Environment

- A. RFTA prefers to host the SYSTEM within its own network server environment which is built on a Microsoft Hyper-V server array, using Microsoft Windows Server 2016 standard, a Microsoft SQL Server 2016 Standard database server and manages its own network. RFTA will create its own virtual servers, add any system resources needed to meet VENDOR system requirements and work with the VENDOR to ensure network and admin access;
- B. While a RFTA hosted solution is preferred, this does not preclude VENDORS from proposing MaaS solutions. However, any SYSTEM proposed that is not hosted within the RFTA hardware and network environment will include the following provisions:
 - 1) VENDOR will design and implement an interface that automatically exports transactional account data as well as agency-specific fare structure information on a nightly basis after bank reconciliation to a network location or FTP site to be specified by RFTA after the award is made;
 - 2) In the event the VENDOR is unable to design and implement the interface directly, the VENDOR will provide up to eighty (80) hours of technical support and access to a VENDOR-provided application programming interface (API) to assist RFTA staff to develop and deploy its own nightly data export for extract, transform and load (ETL) processes;

9. Credit Card Processor

- A. RFTA has an existing financial account with Alpine Banks of Colorado (hereinafter referred to as “ALPINE”) and an agreement with FITECH Payments (hereinafter referred to as “FITECH”) for credit card processing. VENDOR will provide, and if not already in place, develop interface(s) with FITECH to support customer credit card payments through the APP;
- B. VENDOR will work directly with FITECH, and if necessary, ALPINE and enter into any agreements necessary to facilitate the integration and/or interface work;
- C. VENDOR will be responsible for managing the schedule, coordinating meetings, facilitating contacts or calls, and any project management or development fees related to the integration development;
- D. RFTA will participate on any project management calls related to development as requested;
- E. VENDOR credit card processing interface configuration will not prevent RFTA staff from accessing financial information regarding APP transaction activity within the existing financial bank software. In the event that the VENDOR’s interface agreement(s) with FITECH or ALPINE should limit this capability, the VENDOR will escalate this issue in writing within forty-eight (48) hours of discovery of these limitations. The VENDOR will not proceed with development prior to RFTA issuing a statement of approval in writing to forego this requirement;
- F. Upon completion of the project, RFTA will be capable of interacting directly with ALPINE and/or FITECH without the assistance of the VENDOR; however, the VENDOR will continue to provide assistance and coordinate with ALPINE and/or FITECH should it be deemed necessary for system updates or investigations

10. Optional Integrations

RFTA has identified four (4) areas where integration to other existing systems would be beneficial operationally or to customers, and that may assist in achieving project goals. Proposals including any or all of these integration points will be evaluated by staff as options to be executed at RFTA’s discretion. Pricing for these options should take into account that they may be executed at a future date after implementation as a later phase to the rollout.

- A. Genfare
 - 1) Proposals including integration to Genfare ticket media will be capable of receiving a “white list” of valid passes and tickets and possibly also receiving a “bad list” for bad-listed fraudulent cards to prohibit validation;

- 2) SYSTEM will be capable of reading and validating proprietary encoding information from Genfare MIFARE chip cards;
- 3) RFTA will work with the VENDOR to acquire licensing for this integration directly from Genfare SPX;
- 4) VENDOR will enter into any agreements necessary with Genfare SPX to perform work (e.g., Non-Disclosure Agreements);

B. Clever Devices CAD/AVL System

- 1) Proposals including integration to Clever Devices' CAD/AVL system will be capable of reading log files over the bus J1708 connection and interpreting at a minimum the following data elements in order to identify route and trip information for reporting and to deter fare evasion:
 - a. Trip Date
 - b. Trip Id (including unscheduled demand trips)
 - c. Trip Start Time or Actual Trip Departure Time
 - d. Bus Id
 - e. Route Id
 - f. Route Direction
 - g. Pattern Id
 - h. Operator Id
 - i. Latitude
 - j. Longitude
 - k. Stop Id
 - l. Actual Stop Arrival Time
 - m. Actual Stop Departure Time
- 2) VENDOR will enter into any agreements necessary with Clever Devices to perform work (e.g., Non-Disclosure Agreements);
- 3) RFTA will work with the VENDOR to acquire licensing for this integration directly with Clever Devices;

C. Transit App

- 1) RFTA seeks options to integrate the APP with Transit App which already is used for passenger information, trip planning, real-time predictions and service bulletins and WE-CYCLE bicycle reservations;
- 2) RFTA has no preference as to whether Transit App acts as the front-end for the user and interfaces to the VENDOR'S APP, or whether the VENDOR

links Transit App features to the APP front-end, as long as all Transit App functionality is accessible through the integration;

- 3) VENDOR will be responsible for managing the schedule, coordinating meetings, facilitating contacts or calls, and any project management or development fees related to the integration development;
- 4) RFTA will participate on any project management calls related to development as requested;

D. Inter-Regional Interfaces

- 1) RFTA seeks options to integrate to other regional services such as CDOT's BusStang route. Proposals that address this interface should explain how the solution would approach an interface to a potential competitor's smart phone mobile ticketing application;
- 2) The optimal interface would allow customers to purchase a fare on the SYSTEM and use that fare to validate and/or deduct a fare when riding on the regional partners' system;
- 3) The optimal interface would allow customers to validate and potentially deduct fares purchased on the regional partners' smartphone app or smart card;

11. Value-Added Features and Services

A. VENDOR will provide public-facing, customer support via phone, chat and any other available methods to troubleshoot technical and payment issues culminating from the APP. Proposals including this option should provide Service Level Agreements quoted at:

- 1) Basic - Available Monday through Friday, 8am to 5pm Mountain Time;
- 2) Full Service - Available Sunday through Saturday, 6am to 2am.

B. The VENDOR will actively support an extensive, multi-faceted marketing campaign throughout the duration of the launch period designed to maximize customer awareness of the app and increase adoption rate.

- 1) The campaign will include VENDOR provided digital, print, event-based, media outreach, and other non-traditional marketing tactics as requested by RFTA staff;

- 2) VENDOR will provide physical, printed marketing materials to be used in support of marketing campaigns.

C. The VENDOR will provide a feature within the APP that allows RFTA to sell advertising space;

- 1) The feature will allow staff to configure and place advertisements via the ADMIN PORTAL to display within the APP.
- 2) The ADMIN PORTAL will allow staff to enable and disable ad space as necessary.

Part III Contract Term

The successful proposer will be required to execute the attached Pro-Forma Contract or at a minimum certain clauses that must be included. RFTA wishes to enter into a five-year agreement subject to annual appropriations.

Part IV Solicitation Schedule, Inquiries and Amendments

Solicitation Schedule.¹

This solicitation will be governed by the following schedule:

Solicitation Date:	July 9, 2020
Pre-Proposal Meeting:	10:00am MT, July 20, 2020
Deadline for Written Inquiries, Exceptions, and/or Requests for Clarifications:	5:00pm MT, July 27, 2020
RFTA Response to Inquiries and/or Requests for Clarifications:	5:00pm MT, July 30, 2020
Proposals Due:	11:00am MT, August 7, 2020
Demonstration of System & App	TBD
Recommendation for Award*:	TBD

Pre-Proposal Meeting

A Pre-Proposal Conference will be held at 10:00am MT, July 20, 2020 via WebEx. Participants must register by completing and submitting RFTA's Vendor Registration Form, available at www.rfta.com/procurement/vendor-registration/. Participants will then receive the log and call-in

¹ Dates denoted with an "*" are tentative and subject to change with no formal modification to the RFP document. All stated times throughout this document are in Mountain Time.

information via email. While participation in the Pre-Proposal Conference is not mandatory, it is strongly encouraged.

Communications during Solicitation, Offer & Award Period.

All official correspondence from RFTA regarding this solicitation shall be transmitted to and from RFTA's Procurement Department. All inquiries, offers, submissions and/or other correspondence regarding this solicitation, excluding protests, must be directed in writing to the Procurement Department at procurement@rfta.com.

From the date of issuance of this solicitation through the date of contract award by RFTA, all official communications to and from RFTA will be transmitted in writing (defined as being sent or received via electronic mail). Oral communications regarding this solicitation shall not be considered official communications. RFTA is not responsible for any oral statements made by its employees regarding this solicitation.

Inquiries, Exceptions and/or Requests for Clarifications.

Inquiries, exceptions and/or requests for clarification regarding this solicitation must be submitted to RFTA in writing via e-mail to procurement@rfta.com by **5:00pm, July 27, 2020**.

Written inquiries/exceptions/clarifications received after the submission deadline will not be responded to by RFTA. Exceptions to any aspect of the Pro Forma contract must be submitted in writing with the proposal in order to be considered.

RFTA staff will review and evaluate all written inquiries, exceptions and/or requests for clarification received prior to the submission deadline and will post responses to BidNet no later than **5:00pm, July 30, 2020**.

Amendments to Solicitation

RFTA reserves the right to revise or amend the RFP up to the time set for the submission of proposals. Such revisions and amendments, if any, shall be announced by written addendum to the RFP. If an addendum significantly changes the scope of services requested in the RFP, the date set for the submission of proposals may be postponed by any number of days as, in RTA's opinion that will enable potential Proposers to revise their proposals. In any case, the proposal submission deadline shall be at least five (5) business days after the last addendum, and the addendum shall include an announcement of the new date and time, if applicable, for the submission of proposals.

Addenda will be considered part of the RFP and will prevail over inconsistent or conflicting provisions contained in the original RFP. Addendums shall be posted on the BidNet Direct website. It is the Proposer's responsibility to check the BidNet for addenda or updates.

Proposers must acknowledge receipt of all addenda by completing and submitting the Acknowledgement of Addenda as part of its proposal. Proposals that fail to reference receipt of addenda on the Acknowledgement of Addenda form may be excluded from consideration for contract award.

Part V Proposal Format and Submission

Information Required from the Proposer

In order to be eligible for evaluation, proposals must contain all requested information, be properly signed, and formatted in the order indicated below. Failure to do so may result in disqualification.

1. Cover Sheet. A one page cover sheet must include the information listed below.
 - The full name and address of the organization and if applicable, the branch or office or the subordinate element that will perform or assist in performing the work.
 - Name and title of person authorized to submit proposal on behalf of Proposer (This person must sign the appropriate offer documents on behalf of the Proposer.)
 - Telephone number (direct line) and email address of person authorized to submit proposal.
 - Name, title, telephone number (direct line), and email address of Contact Person for the proposal (if different than the person authorized to submit proposal; please signify if they are or are not the same person).
2. Statement of Proposer's Qualifications and Experience. Limited to three pages and must include:
 - A brief description of history of the firm, number of employees, office locations;
 - Identify key personnel who will be assigned to the project. Include their qualifications and experience both individually and as a team;
 - Narrative description and specific examples of experience performing similar Services for public transportation clients.

Include at least three (3) relevant client references for similar projects within the last three to five years. For each client referenced include:

- A. Name and address of client;
- B. Contact person name, title, telephone number and email address ;
- C. Start and completion dates;
- D. Brief description of the project;
- E. Contract amount;
- F. Current status.

3. Approach to Project Management

Proposals should include a detailed, concise written description explaining the proposed approach and level of effort that will be included by the VENDOR. This description should include screen shots or other visual examples to include Gantt charts, schedule and task management and any other materials needed to explain project management. The following components should be included in the description:

- A. Project and Contract Management –Explain the hierarchy and relevant staff that will be dedicated to this project.

- B. Project Management Plan – Provide a narrative and detailed project management plan including methodology, approach to how the project and schedule will be managed. Include any level of effort required by RFTA staff.
- C. Collaboration – Describe, including frequency, project progress review meetings and the level of engagement needed at different points in the project.
- D. Initial Activities Meeting – Describe the approach to post-award initial activities meeting, requirements review and general kick-off activities. Provide a reasonable estimation of when this meeting will take place after Notice to Proceed (NTP).
- E. Operational Review – Describe the approach to transfer of RFTA institutional knowledge to support the project and ensure a mutual understanding of the project goals and desired outcomes. Provide a reasonable estimation of when this activity will take place after NTP.
- F. Preliminary Design Review (PDR) – Describe the approach to attaining RFTA approval of the preliminary design of the solution prior to development. Provide a reasonable estimation of when this activity will take place after NTP.
- G. Final Design Review (FDR) – Describe the approach to attaining RFTA approval of the final design of the solution after adjustments were made following PDR. Provide a reasonable estimation of when this activity will take place after NTP.
- H. Integration & Installation Schedule – Describe in detail, once FDR has been achieved, the full integration and installation schedule along with any dependencies and other important factors. Provide a reasonable estimation of when these details will be submitted after NTP.
- I. System Acceptance – Describe in detail, including test plans, schedules, methodology and approach to attaining RFTA approval for system acceptance. Provide a reasonable estimation of when these activities will take place after NTP.
- J. Training – Describe in detail, including methodology, location (on-site, remote, webinar etc.), dependencies and any other details related to all training activities and materials to be provided. Provide a reasonable estimation of when these activities will take place after NTP.
- K. Go-Live – Describe in detail, including methodology, staff involved (VENDOR and RFTA) and any other details related to the approach to system Go-Live. Provide a reasonable estimation of when these activities will take place after NTP.

4. Description of Features.

A. Overview of Ticketing System

- 1) Key features and benefits;
- 2) App
 - i. Description of actions necessary to perform standard functions;
 - ii. Account creation, purchases, activation and validation;
 - iii. Customer convenience features;
 - iv. Ticket status and fare products purchased;
 - v. Security features;
 - vi. Fare evasion prevention.
- 3) Customer Portal
 - i. Describe overall features and benefits of Customer portal including screen shots.
- 4) Administration Portal
 - i. Overall description of portal, features and benefits including screen shots.
 - ii. Include clear, full page, color report examples with a full catalog of standard reports already commercially available for all administrative processes including financial reporting, usage reports, settlement data and will describe all available filters, columns, summary options, detail options, drill-down features and interactions, export capability, methods and formats;
 - iii. Adding or removing fare product: who does it and how long to activate;
 - iv. Managing Customer accounts, restricting access, activating entitlements, etc.

B. Validation Equipment and Hardware

- 1) Describe how equipment works with the system;
- 2) Describe how fare is validated and/or deducted from MIFARE chip cards, paper barcode, and/or smartphone generated barcode;
- 3) Installation hardware and process;
- 4) Estimated time to install;
- 5) Connectivity;
- 6) Acceptance test plan and final acceptance testing;
- 7) Warranty.

C. Integration with Current Systems

- 1) Genfare;
- 2) Clever Devices CAD/AVL System;
- 3) Transit App;
- 4) Inter-Regional Interfaces;
- 5) Describe process for testing and acceptance.

- D. Credit Card Processing
 - 1) How system will work with RFTA’s current processor.
 - 2) Describe offline payment process.

- E. Implementation
 - 1) Describe implementation process and approach specifically for RFTA’s project.

- F. Training and Support
 - 1) Training for APP end users;
 - 2) Training on Customer and Administrator Portals;
 - 3) Training on installed equipment;
 - 4) List all training materials available;
 - 5) List days/times phone and/or online support for portal administrators, customer portal, mobile APP, and equipment.

- G. System/Software Updates and New Releases
 - 1) Describe the process for when new releases or updates are available;
 - 2) How often are updates and new releases available?

- H. Timeline
 - 1) Include a timeline for each phase of the project from start to completion.

- I. Marketing and Advertising
 - 1) Describe marketing and advertising support;
 - 2) Include examples of digital, print, and media outreach.

- J. Back-Office Hardware Environment
 - 1) MaaS or RFTA hosted solution;
 - 2) If MaaS, include interface solution and technical support;
 - 3) If RFTA network hosted, include requirements, hardware and installation information.

- 5. Cost Proposal. Costs must be submitted using Exhibit D Cost Proposal form (Excel spreadsheet). It must be submitted as an Excel spreadsheet and be a separate document from the body of the proposal.

- 6. Requirement Matrix. Exhibit A Requirements Matrix is intended to determine whether proposals comply with each specific requirement. In the event that an alternative approach is proposed, VENDORS are asked to fully explain how the approach is different but also meets the purpose of the requirement in the “Explanation - Alternative Approach/Clarifications” column.

When filling out the matrix, place an “X” in only one of the following columns: “Complies”, “Does Not Comply” or “Complies with Exceptions”. As a reminder,

alternative approaches will be considered. Accurate representations of VENDOR capabilities are essential.

7. Additional Forms and Information. The following form must be completed and included in this section of the proposal. Forms may be found in Part VII Exhibits of the RFP.
- A. Requirements Matrix
 - E. Proposal Submission Checklist
 - F. Proposal Submission Form
 - G. Proposer's Questionnaire
 - H. Acknowledgement of Addenda
 - I. Affidavit of Non-Collusion
 - J. Federal Debarment & Suspension Certification
 - K. Conflict of Interest Statement
 - L. Corporate Certification of Illegal Aliens
 - M. Corporate Certification of Illegal Aliens
 - N. IRS W9 form (download from <https://www.irs.gov/pub/irs-pdf/fw9.pdf>)

Proposal Submission

An electronic copy of the proposal in PDF format must be uploaded to www.bidnetdirect.com prior to the submission deadline in order to be eligible for evaluation and consideration for contract award. The file must be named "Your Company Name RFP# 20-051 – Proposal".

The Cost Proposal must be an Excel spreadsheet and submitted as a separate file named "Your Company Name RFP# 20-051 – Cost Proposal". Failure to do so may result in disqualification.

It is the sole responsibility of the Proposer to ensure that its submission is successfully uploaded by the specified date and time. RFTA will not be responsible for late or lost deliveries of proposals nor will it be held responsible for information technology ("IT") failures, which result in delaying submittals. RFTA shall not be responsible for rejection of .PDF files that exceed BidNet's system size limitations for attachments, which are subject to change. RFTA will not accept paper, facsimile, or e-mail proposals.

Part VI Solicitation Evaluation and Award

Proposal Evaluation and Selection

RFTA intends to award a contract to the Proposer whose proposal conforms to the solicitation and is determined to be the most advantageous to RFTA, taking into consideration price and other evaluation factors set forth below. In order to be eligible for contract award a proposal must meet all of the following criteria:

- The proposal submitted is responsive to the solicitation.
A proposal shall be considered responsive if it conforms in all material aspects to the requirements of the solicitation at the scheduled time of submission and does not require further discussions with the Proposer.

It shall be at the sole discretion of RFTA to determine if a proposal “conforms in all material aspects to the requirements of the solicitation”.

- The Proposer who submitted the proposal is a responsible Proposer.
A Proposer shall be considered responsible if the Proposer possesses, at the time of contract award, the ability to perform successfully and a willingness to comply with the terms and conditions of the proposed contract (attached as Part III – Pro-Forma Contract to this RFP).

The Proposer is judged, at the sole discretion of RFTA, to be the qualified firm that offers the best value to RFTA for the product and services to be provided.

Evaluation and Award Process

Proposals that are determined to be responsive and submitted by responsible Proposers shall be further evaluated by the Review Committee to select the proposal that is most advantageous to RFTA.

To determine the most advantageous proposal, the Committee will take into consideration the following:

First Phase Evaluations

- Technical Proposal
 - Meeting minimum requirements (Requirements Matrix response);
 - System benefits and features considered advantageous to RFTA;
 - Hardware benefits and features considered advantageous to RFTA;
 - Integration ability, benefits and features considered advantageous to RFTA;
 - Implementation;
 - Training and Support;
 - Marketing and Advertising Support;
 - System Updates and New Releases.
- Firm Capability and Experience
- Proposed Implementation Schedule & Reasonableness
- Cost Proposal

Second Phase Evaluations: Demonstrations

The purpose of the demonstration is to provide the evaluation team with enough information to assess whether the proposed solution will meet the needs of the organization. To ensure all VENDORS are evaluated using the same criteria, the following demonstration components should be presented during the demonstration.

Full demonstration of the APP functionality will be conducted via Webex video conference (provided and scheduled by RFTA). Presentation of all live interactions must be displayed through this video conference.

1. At a minimum, the following functions must be demonstrated:
 - a. Create and manage a customer account
 - b. Select and purchase fare products from all available fare categories (e.g., stored value, period passes etc.)
 - c. Process to purchase restricted access fare products (e.g., senior and disabled) that require staff authorization.
 - d. Activate a pass
 - e. Active fare evasion deterrents (e.g., screenshot fraud deterrents, sliding time changes, color changes etc.)
 - f. Proof-of-payment
 - g. Replenishing account balance (manual and automatic replenishment)

2. Full demonstration of Admin Portal website.
 - a. Proposals should include full reports catalog with description of report capabilities, definitions and intended use. Plan to be asked by evaluation team to display any report from the catalog on demand.
 - b. Custom report-writing capabilities.
 - c. Data export capabilities including all requested file formats.
 - d. Process to purchase restricted access fare products (e.g., senior and disabled) that require staff authorization.
 - e. How to check on a customer's account balance, usage and their available fare products
 - f. Ability to credit or debit a customer's account from Admin Portal.
 - g. Proof-of-payment
 - h. Explain how, after integration, staff would look up information related to MIFARE chip account activity (e.g., purchases, usage, account balances)

3. Full demonstration of Customer Portal website
 - a. Create and manage a customer account
 - b. Proof-of-payment and printing receipts
 - c. Purchase fares
 - d. Replenishing account balance (manual and automatic replenishment)
 - e. Review usage
 - f. Process to purchase restricted access fare products (e.g., senior and disabled) that require staff authorization.

Criteria for Phase II Evaluations include:

- Information gleaned from the demonstration of System;
- Reference Responses
- Company financial information if requested (this information is considered proprietary and will not be disclosed);

- RFTA reserves the right to include information gleaned from personal experience using VENDOR's System while visiting other entities who are currently using their System.

A discussion may be conducted with responsible proposers who submit a Proposal determined to be reasonably susceptible to be selected for award for purpose of clarification to assure full understanding of, and responsiveness to the solicitation requirements.

The Evaluation Committee shall issue a Recommendation for Contract Award to the RFTA Chief Executive Officer (CEO) and to all Proposers. If approved by the RFTA CEO, a Notice of Non-Selection will be sent to all Proposers and a Notice of Intent to Award will be issued to the selected Proposer and contract negotiations will commence.

The RFTA CEO may, at his sole discretion, delay consideration of the Recommendation for Contract Award, reject the recommendation and award the contract to another Proposer, or cancel the procurement altogether.

Deadline for Submission

Proposals must be uploaded on the BidNet Direct website, www.bidnetdirect.com before the 11:00am MT, August 7, 2020 deadline to submit.

Part VII Legal

Proposers must familiarize themselves with the legal parameters of doing business with RFTA and the legal terms and conditions of participating in RFTA's procurement process. By participating in the solicitation process, you agree to the terms and conditions, and legal parameters without change.

Proposer Costs. Proposers are responsible for all costs incurred with participating in RFTA's solicitation.

Proposal Price Validity. Proposal pricing shall remain valid for a period of ninety (90) calendar days after the deadline for submission.

Modification of Proposals. Proposals may not be modified after the deadline for submission unless RFTA specifically requests modification in writing.

Conditional Proposals. Conditional proposals or proposals taking exception to these instructions, the Pro-Forma contract, the Scope of Services or to other RFTA requirements may be considered non-responsive and may be rejected at RFTA's sole discretion.

Withdrawal of Proposals. The Proposer may withdraw proposals previously submitted to RFTA prior to the time fixed for submission of proposals.

Single Response to Solicitation. RFTA reserves the right to re-issue the solicitation for proposals in the case of receiving only one response.

Confidential/Proprietary Information. Proposals received in response to this RFP are considered public records and subject to the Colorado Open Records Act (C.R.S. 24-72-201 to 24-72-309). They shall be fully open to public inspection following award of a contract. If a Proposer believes a portion of the information submitted in its proposal constitutes a trade secret or proprietary information as defined by Colorado state law, the Proposer may request that RFTA consider keeping confidential the trade secrets or proprietary information and be protected from disclosure.

For such information to be so considered, the Proposer must mark in boldface as “PROPRIETARY TRADE SECRET INFORMATION” at the top and bottom of each page of its proposal that contains such information. Notwithstanding the Proposer’s claim of, or designation of information as a trade secret or proprietary information, the determination whether it is or not shall be determined by RFTA under Colorado state law.

Reserved Rights. RFTA reserves the right to reject all proposals, or any portion of a specific proposal for any reason. RFTA reserves the right to:

- Cancel the solicitation and to advertise for new proposals;
- Award a contract to other than the Proposer submitting the lowest price proposal;
- Not to award a contract.
- Accept any proposal deemed to be in the best interest of RFTA and to waive any irregularities in any proposal that does not prejudice other Proposers.

Personnel. The Proposer represents that it has, or will secure at its own expense, all personnel required in providing the goods and services under the contract. The Statement of Work or Services as described in the contract shall not be subcontracted or assigned without RFTA’s prior written permission.

Vendor Responsibilities. Vendor shall furnish all of the technical, administrative, professional labor, supplies, materials, equipment, printing, vehicles, office space and facilities, testing, analysis, and calculations; and all other resources necessary to provide the professional and/or technical services required by the Scope of Services.

Tax Exempt. RFTA is exempt from payment of Federal, State and local taxes, and such taxes must not be included in the proposal price. RFTA will furnish the Proposer with the necessary tax-exempt certificates.

Contractual Relationships. The Proposer’s contractual responsibility must solely rest with one firm or legal entity, which shall not be a subsidiary or affiliate with limited resources.

RFTA will not be a party to agreements between the Proposer and/or any subcontractors it may choose to employ during fulfillment of the contract; however, the Proposer shall execute fair and reasonable agreements with its subcontractors (if any) and shall provide RFTA with copies of said agreements not later than five (5) business days prior to their execution.

Contract Subject to Appropriation. RFTA’s financial obligation under the Contract shall be contingent upon the availability of appropriated funds from which payment for contract purposes can be made. No legal liability on the part of RFTA for any payment may arise until funds are made available for the Contract by RFTA’s Board of Directors.

Responsibility for Compliance with Legal Requirements. Proposer’s products, goods, services, and facilities shall be in full compliance with all applicable federal, state, and local laws, regulations, ordinances, and standards and any standards adopted by nationally recognized testing facilities regardless of whether or not they are referred to in this RFP.

Protests. Protests related to this solicitation or resulting contract award must be submitted in writing to the RFTA Procurement Manager. As described in RFTA’s Procurement Manual, protest procedures are as follows:

“Right to Protest. Any actual or prospective proposer or contractor who is aggrieved in connection with the solicitation or award of a contract shall first try to resolve the grievance/protest with the RFTA Procurement Manager. If the grievance is not satisfied, the prospective proposer or Proposer shall then protest to the RFTA Chief Executive Officer (CEO). The protest shall be submitted in writing within five (5) days after such aggrieved person knows or should have known of the facts giving rise thereto.

The RFTA CEO shall have the authority, prior to the commencement of an action in court concerning the controversy, to settle and resolve a protest of an aggrieved proposer or contractor, actual or prospective, concerning the solicitation or award of a contract.

Decision. If the protest is not resolved by mutual agreement, the RFTA CEO shall promptly issue a decision in writing. The decision shall state the reason for the action taken and inform the protestant of its right to administrative review as provided in this Article.

Notice of Decision. A copy of the CEO’s decision shall be mailed or otherwise furnished immediately to the protestant and any other party intervening.

Finality of Decision. A decision under Subsection 1.30.1.3 of this Section shall be final and conclusive, unless the protestant appeals administratively to the RFTA Board acting as the Procurement Appeals Board.

In all instances involving FTA funds the RFTA will disclose information regarding the protest to the FTA Region VIII office, and keep them informed about the status of the protest. A protester must exhaust all administrative remedies with the RFTA before pursuing a protest with FTA.”

General Guidelines for Completing the Solicitation Submission Package

- **Solicitation Documents**

RFTA has chosen BidNet Direct to publish solicitation documents. RFTA is not responsible for and will not be legally bound by any omissions or errors in solicitation documents of any other website that may list the solicitation.

- **Addenda**

It is the Proposer/Bidder's sole responsibility to check BidNet Direct for any changes or updates to the solicitation.

- **Required Forms**

All required forms must be completed in entirety. If a form does not apply to your business or proposal, please mark the form "Not Applicable", sign, date and include with the submission. Please note some forms require notarization. Failure to complete all forms may result in the Proposal being deemed non-responsive and disqualified.

- ❖ Exhibit A Requirements Matrix

- List of system requirement with quick view of whether they are included, can be developed, or not available.

- ❖ Exhibit D Cost Proposal

- Document that becomes part of the Pro Forma contract if proposer is awarded the contract.

- ❖ Exhibit E Submission Checklist

- Used to ensure all required documents are present and included in the submission.

- ❖ Exhibit F Proposal Submission Form

- Acknowledgement that person who submits the proposal is fully aware of the specifications, statement of work, and conditions and that the documents are the basis of the contract if awarded.

- ❖ Exhibit G Proposer's Questionnaire

- A summary of key information about the proposer.

- ❖ Exhibit H Acknowledgement of Addenda

- Acknowledges the receipt and consideration of all addendums issued.

- ❖ Exhibit I Affidavit of Non-Collusion

- Used to discern proposer responsiveness.

- ❖ Exhibit J Federal Debarment & Suspension Certification

- Statement as to the firm's standing with the Federal government as it pertains to government contract work. Used to discern proposer responsiveness.

- ❖ Exhibit K Conflict of Interest Statement
 - Lists of all entities or individuals in a relationship with the Proposer that may create or appear to create conflicts of interest with the work to be performed as a result of the contract.

- ❖ Exhibit L Corporate Certification of Illegal Aliens
 - C.R.S. § 8-17.5-101, et. seq. (Colorado State House of Representatives Bill No. 06-1343 requirement for all government service contracts.

- ❖ IRS W9 form (must download from <https://www.irs.gov/pub/irs-pdf/fw9.pdf>)
 - If you do not have an active contract with RFTA, complete and include with the proposal.

- **Communications during Solicitation, Offer & Award Period.**
 All inquiries, and/or other correspondence regarding solicitations, excluding protests, must be submitted in writing to the Procurement Department at procurement@rfta.com. Oral communications regarding this solicitation shall not be considered official communications. RFTA is not responsible for and will not be legally bound by any oral statements made by its employees regarding any solicitation.

- **Contractual Provisions and Exceptions**
 The Pro Forma contract shall be executed between RFTA and the Contractor. RFTA reserves the right to modify the Pro-Forma Contract and/or include additional contractual provisions in the contract at its sole discretion.

Although RFTA has no obligation to consider and/or approve exceptions or changes to the Pro-Forma contract, exceptions will be reviewed and considered during the evaluation period. To be considered, exceptions must be submitted in writing along with the proposal.

RFTA understands the VENDOR may have license, usage agreement, and contract clauses for certain aspects of the system that must be incorporated. VENDOR understands that RFTA, as a public entity in the state of Colorado, cannot accept certain clauses and must include certain clauses in any agreement(s) entered into to be in compliance with Colorado state law for government entities.

Part VIII Exhibits

For the ease of completing the required forms, Exhibits may be found posted on BidNet Direct as separate documents in either Word or Excel format.

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