



REQUEST FOR PROPOSALS

Text Messaging Services

DULUTH TRANSIT AUTHORITY

Addendum #1

September 1, 2022

1. Please Note: The due date for responses to this RFP for Text Messaging Services HAS BEEN CHANGED to **2:00 P.M. ON WEDNESDAY, SEPTEMBER 14, 2022**. Please change all references in the RFP to the revised due date.
2. The DTA conducted a preproposal meeting on August 25, 2022. Attendees were: Lori Suter, Dave Scheet, Greg Little, Intrado Mosaicx; Iam Baumel, Omair Shah, Muhammad Ahmad Kddia, Justin Aimkavitz, Message Technologies; Thomas Standley, Joe Holmes, Swiftley, Inc.; Chris Belden, Nancy Brown, DTA.
3. Clarifications to Date:
 - a. The DTA is looking for a passenger amenity solution to be implemented before the planned upgrade to its transit system in 2023. The DTA has assigned an ID number at every stop and intends to provide real time information via the MYDTA mobile app and would like to offer the option of a text message for those who don't or can't use the MYDTA app.
 - b. Each stop will have new flag-style signs installed in spring 2023 with passenger information indicating the stop ID, phone number(s), the MYDTA app URL and other information to provide arrival info for the stop. They are static signs, not digital. It is the DTA's intent to include information on texting capabilities for bus arrival information on the signs as well.
 - c. The DTA prefers a five-digit number for riders to use to request a text message on next bus information.
 - d. The DTA does not require people to enroll or log into a site to receive the next bus information. If a Respondent has the ability for customers to opt in for periodic messages, please provide details in the proposal along with itemized cost for the service. The customer will be responsible to pay any SMS fees that may be applied.
 - e. Please note that the API on the DTA website is live. Interested parties could pull data at any time and test it through their own engine to determine the accuracy of the real time data provided.
 - f. Real time data is provided through the Trapeze. DTA makes adjustments in real time for irregular operations such as detours and other service interruptions. Any changes to the system or stops are automatically updated in Trapeze and pushed out through the GTFS feed.
 - g. Presently the DTA offers 6,000 trips per day. A trip planner is offered on our website and our mobile app and is available on the Transit App as well. Because we have an open API, other trip planning apps also link to the DTA, but we do not track them.
 - h. The DTA is open to proposals that has a more accurate prediction algorithm(s). The proposal should include all costs associated with the offering.
 - i. It is very infrequent that the GTFS feed goes down. In the Transit App, the data reverts to the static feed, as does the MYDTA app.

- j. The DTA's Automated Vehicle Locator system ("AVL") has GPS tracking via radio signal and is polled every 30 seconds. Every DTA bus also has a Sierra Technology MG 90 modem that polls every 10 seconds. In addition, every bus has a mobile ticketing reader, ("JRV") from Masabi, Inc., a FastFare farebox manufactured by Genfare, the Transit Priority System ("TSP") manufactured by Opticom that all have GPS tracking; and model years 2018 and 2020 heavy duty buses use a telematics system from ViriCiti that includes GPS tracking.
- k. The DTA currently publishes service alerts and rider alerts through our GTFS feed, but is open to proposals that include a mechanism to provide service and rider alerts. If the Respondent elects to Propose this option, the Proposal must detail the option separately and provide an itemized price for it.
- l. Clarification on Technical Specification, Paragraph 6A: "The System will accept the DTA GTFS data automatically and will combine multiple vehicle position feeds in real time for maximum accuracy. Changes to the DTA data will be updated at least daily."
Clarification: The DTA makes changes to the system in real time for detours and other irregular operations. Minor adjustments to the routes are also made periodically to refine the timing of stops for improved efficiency or on time performance for the riders. These adjustments typically are done about four times a year and the changes are pushed through the GTFS feed.
- m. Clarification on Technical Specification Paragraph 7: "The System will include unlimited storage of DTA AVL data and processing and will accept the data even when there is insufficient data for tracking and reporting (such as route assignment for example.)"
Clarification: The DTA is only seeking data on the stop ID, date and time of the text request and any other information that the selected Vendor may have that will help the DTA identify recurring issues or provide additional support services for riders. The metrics can be made available in an Excel spreadsheet upon request from the DTA, and data retention is preferably for a period of two years after the text request. Respondents should provide a summary of what data metrics they have available, and whether the metrics can be customized for future DTA needs.