



# Municipality of Anchorage

Suzanne LaFrance, Mayor

Purchasing Department

April 21, 2026

REQUEST FOR PROPOSAL

RFP 2026P024

**Public Transportation Department  
Provide Farebox Upgrades**

The Municipality of Anchorage is an equal opportunity employer.

Enclosed is pertinent information for use in preparing your proposal.

<b>Pre-Proposal Conference:</b>	<b>N/A</b>
<b>Site Visit:</b>	<b>N/A</b>
<b>Questions Due:</b>	<b>12PM Local Time, April 28, 2026</b>
<b>Proposals Due:</b>	<b>12PM Local Time, May 21, 2026</b>

Electronic Submission through BidExpress at [Bid Express :: Municipality of Anchorage](#) or submission through Sealed Envelope with ONE SIGNED ORIGINAL, single sided, unbound, of your proposal and, a flash-drive containing a PDF copy of the complete proposal, including attachments must also be provided.

If applicable, the phone number to call into the Pre-Bid Conferences is 907-343-6089. Conference lines are opened 5 minutes prior to the Pre-Bid Conference times. To attend meetings in person, you may do so at 632 W. 6<sup>th</sup> Avenue, Suite 520, Anchorage, AK 99501. FOR AUXILIARY AIDS, SERVICES, OR SPECIAL MODIFICATIONS TO PARTICIPATE PLEASE CONTACT THE PURCHASING DEPARTMENT TO REQUEST REASONABLE ACCOMMODATIONS AT 907-343-4590; OR [wwpur@muni.org](mailto:wwpur@muni.org)

For further information contact Purchasing at (907) 343-4590 or email [wwpur@muni.org](mailto:wwpur@muni.org). All correspondence should include the RFP number and title.

The Municipality of Anchorage reserves the right to reject any and all proposals and to waive any informalities in procedures.

Sincerely,

Kim Ovsepyan  
Principal RFP Buyer

# RFP 2026P024

## Public Transportation

### Provide Farebox Upgrades

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**The Municipality of Anchorage Purchasing Department** is pleased to announce that we have begun using the Bid Express® service at [www.bidexpress.com](http://www.bidexpress.com).

#### **Electronic bid submission:**

- **allows for digitally-signed bids**
- **eliminates costs for delivery of bid packages**
- **provides error checking and alerts to omissions before submission**
- **easily accommodates last-minute changes and price cuts**
- **automates email notifications to alert vendors of solicitation postings and solicitation changes**

If you are not a current user, please register for a free vendor account to reference the Municipality of Anchorage's upcoming advertisements.

For more information about the service, please refer to the Bid Express service's Knowledge Center [here](#) to get started.

For technical assistance, please call the service's Customer Success team at 888-352-2439, available Monday - Friday from 7:00 am – 8:00 pm (EST). You can also email them at [bidexpress.support@infotechinc.com](mailto:bidexpress.support@infotechinc.com).

Additional information and notices of solicitation opportunities will be posted on the Purchasing webpage at Muni.org.

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## 1.0 GENERAL INFORMATION

### 1.1 Purpose

The Municipality of Anchorage, Public Transportation Department (People Mover), is soliciting proposals from qualified firms to **procure and implement a unified, account-based fare collection system across the fixed-route fleet**. The solution shall:

- Deliver a consistent rider payment experience across all fixed-route vehicles.
- Support multiple payment media, including **smart cards, QR/barcode, and open payments** (contactless debit/credit, mobile wallets).
- Provide a **cloud-based SaaS back-office platform** with unified reporting, policy management, and account services.
- Integrate with existing systems (e.g., Avail ETMS, current fareboxes, mobile ticketing platform) or replace them where proposed.
- Include **controlled migration of active fare data**, pilot deployment, full fleet rollout, training, and adoption support.

#### **Period of Performance:**

- Pilot deployment on **10 vehicles by Q3 2026**.
- Full fleet deployment completed by **November 30, 2026**.

#### **Contract Term:**

Five (5) years with up to two (2) optional renewal periods of two (2) years each, subject to performance and agency approval.

Project success is defined as a production-operating account-based system on all People Mover fixed-route vehicles with no customer-visible defects, full reporting continuity, and full delivery of all Must-Have items in Appendix A.

## 1.2 Background

People Mover seeks to modernize its fare collection environment, replacing or integrating legacy media and devices to achieve account-based operation, unified reporting, and improved security. The current fare collection ecosystem includes:

- **Genfare fareboxes** for on-board cash and magnetic stripe validation.
- **Productive Solutions POS** for in-person sales and smart card issuance.
- **Masabi JustRide** mobile ticketing platform for app-based fare purchase.

Today, these systems operate largely in silos with limited integration and manual reconciliation, creating inefficiencies in reporting, customer account management, and fare policy enforcement. The upgrade will unify all payment channels under a single cloud-based SaaS platform, enabling real-time data exchange, consolidated reporting, and scalable architecture to support future enhancements such as microtransit and institutional programs.

This modernization is critical to improving rider equity and experience by introducing features such as fare capping, multi-language support, and account-based functionality that ensures riders never overpay and can manage their accounts easily. It also positions the agency for long-term operational efficiency, reducing manual processes, improving financial integrity, and supporting future mobility integrations.

## 1.3 Questions

Any questions regarding this Request for Proposal are to be submitted in writing **in writing via:** [wwpur@muni.org](mailto:wwpur@muni.org)

For ease of identification please identify the RFP number in the subject line of any correspondence.

Purchasing Office hours of operation are: 8:00 a.m. to 5:00 p.m. local time Monday through Friday, excluding Municipal holidays. All questions must be received prior to the deadline indicated on the RFP cover letter.

## 1.4 Preparation Costs

The Municipality will not be responsible for proposal preparation costs, nor for costs including attorney fees associated with any (administrative, judicial, or otherwise) challenge to the determination of the highest ranked Proposer and/or award of

contract and/or rejection of proposal. By submitting a proposal each Proposer agrees to be bound in this respect and waives all claims to such costs and fees.

## **2.0 RULES GOVERNING COMPETITION**

### **2.1 Examination of Proposals**

Proposers should carefully examine the entire RFP and any addenda thereto, and all related materials and data referenced in the RFP. Proposers should become fully aware of the nature of the work and the conditions likely to be encountered in performing the work.

### **2.2 Proposal Acceptance Period**

Award of this proposal is anticipated to be announced within 90 calendar days, although all offers must be complete and irrevocable for 60 calendar days following the submission date.

### **2.3 Confidentiality**

The content of all proposals will be kept confidential until the selection of the Contractor is publicly announced. At that time the selected proposal is open for review. After the award of the Contract, all proposals will then become public information.

### **2.4 Proposal Format**

Proposals are to be prepared in such a way as to provide a straightforward, concise delineation of the Proposer's capabilities to satisfy the requirements of this RFP. Emphasis should be concentrated on

- 1) conformance to the RFP instructions.
- 2) responsiveness to the RFP requirements.
- 3) completeness and clarity of content.

### **2.5 Signature Requirements**

All proposals must be signed (electronically through BidExpress or manually/DocuSign) by an officer or other agent of a corporate vendor if authorized to sign contracts on its behalf; a member of a partnership; the owner of a privately-owned vendor; or other agent if properly authorized by a power of attorney or equivalent document. Signature on the "Letter of Transmittal" (See Para 4.3) will meet this requirement.

*Failure to sign the Proposal is grounds for rejection.* The name and title of the individual(s) signing the proposal must be clearly shown immediately below the signature.

## 2.6 Proposal Submission Requirements

### 2.6.1 Electronic Submission through BidExpress

#### 2.6.1.1 [Bid Express :: Municipality of Anchorage](#)

(OR)

### 2.6.2 Submission through Sealed envelope

**2.6.2.1 ONE ORIGINAL, single sided unbound of the proposal must be received by the Municipality prior to the date and time specified in the cover letter.**

**2.6.2.2 IN ADDITION to the copies required by paragraph 2.6.2.1 above, provide a flash drive containing a PDF copy of the complete proposal, including attachments.**

**2.6.2.3 All copies of the proposals shall be submitted in a single sealed cover which shall be plainly marked as a Request for Proposal Response with the Number and Title prominently displayed on the outside of the package.**

**2.6.2.4 Proposals must be delivered or mailed to:**

**Physical Address  
Municipality of Anchorage  
Purchasing Department  
632 W. Sixth Avenue, Suite 520  
Anchorage, AK 99501**

**2.6.3 Faxed or emailed proposals will NOT be accepted.**

## 2.7 News Releases

News releases by or on the behalf of any Proposer pertaining to the award resulting from the RFP shall not be made without prior written approval of the Municipal Purchasing Director.

## 2.8 Disposition of Proposals

All materials submitted in response to this RFP will become the property of the Municipality of Anchorage. One copy of the submitted material shall be retained for the official files of the Purchasing Department and will become public record after award of the Contract.

## 2.9 Oral Change/Interpretation

No oral change or interpretation of any provision contained in this RFP is valid whether issued at a pre-proposal conference or otherwise. Written addenda will be issued when changes, clarifications, or amendments to proposal documents are deemed necessary by the Municipality.

## 2.10 Modification/Withdrawal of Proposals

A Proposer may withdraw a proposal at any time prior to the final submission date by sending written notification of its withdrawal, signed by an agent authorized to represent the agency. The Proposer may thereafter submit a new proposal prior to the final submission date; or submit written modification or addition to a proposal prior to the final submission date. Modifications offered in any other manner, oral or written will not be considered. A final proposal cannot be changed or withdrawn after the submission date, except for modifications requested by the Municipality after the date of receipt and following oral presentations.

Modifications to electronically submitted proposals may be made any time prior to the proposal deadline using BidExpress.

## 2.11 Late Submissions

**PROPOSALS NOT RECEIVED BY THE DATE AND TIME AND AT THE LOCATION SPECIFIED IN THE RFP COVER LETTER WILL NOT BE CONSIDERED AND WILL BE RETURNED UNOPENED.**

## 2.12 Rejection of Proposals

The Municipality of Anchorage reserves the right to reject any or all proposals if determined to be in the best interest of the Municipality.

## 2.13 Equal Employment Opportunity Contract Compliance

2.13.1 Every municipal contract shall include language substantially the same as the following: "The contractor will not discriminate against any employee or applicant for employment because of race, color, religion, national origin, ancestry, age, sex, sexual orientation, gender identity, marital status, or physical or mental disability. The contractor will comply with all laws concerning the prohibition of discrimination including, but not limited to, Title 5 and Title 7 of the Anchorage Municipal Code."

2.13.2 Every municipal contract shall state, in all solicitations or advertisements for employees to work under the contract, that all qualified applicants will receive consideration for employment without regard to race, color, religion, national

origin, ancestry, age, sex, sexual orientation, gender identity, marital status, or physical or mental disability.

## 2.14 Confidential/Proprietary Information

The content of proposals will be kept confidential until the selection of the Contractor is announced. At that time, the selected proposal is open for review to the competing proposers only (except for information properly identified as being proprietary). After the award of the contract, all submitted proposals shall become public information except for properly identified proprietary information. If a proposer wishes individual pages, which contain actual business, proprietary information to be held confidential, each page must be marked and an explanation furnished of its proprietary nature. In addition to marking individual pages, the Proposal's Cover must also be annotated with the words "THIS PROPOSAL CONTAINS PROPRIETARY INFORMATION". "Confidential and Proprietary" information is not meant to include any information which, at the time of disclosure, is generally known by the public and/or competitors. MOA's ability to treat information submitted as confidential is limited by Anchorage Municipal Code. Proposers concerned with the confidentiality of information submitted should familiarize themselves with the following Anchorage Municipal Code provisions:

- AMC 3.90 Access to Public Records
- AMC 3.90.010 Policy
- AMC 3.90.020 Definitions
- AMC 3.90.030 Information Available to the Public
- AMC 3.90.040 Exemptions for Particular Records

## 2.15 Disadvantaged Business Enterprise (DBE) Goals

### **NOTICE TO BIDDERS**

*The U.S. Department of Transportation issued an Interim Final Rule (IFR) on October 3, 2025, with an immediate effective date. The rule removes race- and sex-based presumptions in Disadvantaged Business Enterprise (DBE)/Airport Concessions DBE (ACDBE) qualifications and requires the Alaska Unified Certification Program (AUCP) to recertify all applicants based on evidence of social or economic disadvantage.*

*Until this recertification process is complete for all firms, the Department cannot count DBE participation toward overall DBE goals. In anticipation of recertification, the Department is still requiring submission of DBE paperwork for all projects, to include Good Faith Effort (GFE) and DBE Utilization Forms with the following guidance:*

As a result:

- *There are no mandatory DBE contacts required for Good Faith Effort (GFE) documentation.*
- *DBE Commitment Forms may be marked as “Not Applicable”.*
- *Any submitted DBE Utilization Forms should reflect \$0.00 DBE participation.*

*If you have additional questions, contact the Municipality of Anchorage Office of Federal Compliance at (907) 343-4897 or Marcy Herman at [marcy.herman@anchorageak.gov](mailto:marcy.herman@anchorageak.gov) for updates on the latest DBE Program requirements. The Interim Final Rule is available here:*

*<https://www.federalregister.gov/d/2025-19460>*

### **3.0 SCOPE OF WORK**

#### **3.1 Project Objectives & Intent**

The Municipality of Anchorage Public Transportation Department (People Mover) seeks to procure and implement a unified, account-based fare collection system across the fixed-route fleet that modernizes rider payment, consolidates reporting, and supports long-term fare policy improvements. The solution will support smart cards, QR/barcode, and open payments; provide a cloud-based SaaS back office with unified reporting, policy management, and account services; and integrate with existing systems (or replace them where proposed) while including controlled migration of active fare data, pilot and full-fleet deployment, training, and adoption support. Project success is defined as a production-operating account-based system on all People Mover fixed-route vehicles with no customer-visible defects, full reporting continuity, and full delivery of all Must-Have items defined in Appendix A.

#### **3.2 Governing Documents & Precedence**

This Scope relies on the following supporting documents. In the event of conflict, **order of precedence** applies:

1. **This Consolidated Scope of Work** (final mandatory requirements and overall objectives)
2. **Appendix A – Project Items Prioritization Matrix** (feature inclusion governance; only “M — Must-Have” items are in-scope, enforceable, must be priced and delivered; S/C/W items are out of scope for this phase)
3. **Appendix B – Customer Service POS Informational Reference** (operational context only; non-binding)

4. **Appendix C – Existing Fare Collection System Inventory** (reference only; vendor may propose equivalent/replacement devices)
5. **Appendix D – Glossary of Technical Terms**  
**Precedence rule:** For any feature-level inclusion dispute, **Appendix A governs** scope and pricing obligations unless later modified by formal written amendment.

### **3.3 Core Platform & Software Requirements**

The proposed solution shall include the following **mandatory capabilities**:

#### **Back Office SaaS Platform**

- Fully hosted, cloud-native SaaS platform with role-based access control.
- Unified sales and data dashboards for agency staff.

#### **Fare Policy Engine**

- Support all agency fare structures, including:
  - Time-based transfers
  - Concession fares
  - Promotional fares
  - UPass program handling without manual operator validation
  - Fare capping across all electronic media

#### **Administrative, Partner, and Retail Portals**

- Administrative Portal: Full customer account management.
- Partner Portal: Institutional distribution and reporting.
- Retail Portal: Third-party retail network support.
- Customer Service Issuance & Account Management:
  - Smart card lifecycle: issuance/personalization, replacement, hot list, balance transfer, product loads, refunds, audit history.
  - Achieve  $\leq 3$  minutes per card at counter throughput, including photo capture where applicable.

## Data, Reporting & API

The solution shall provide:

- Unified Reporting Dashboard:
  - Role-based access to operational and financial metrics.
- Prebuilt Reports:
  - Standard reports for ridership, validations, device health, and revenue.
- Custom Report Builder:
  - User-defined filters, groupings, and scheduling.
- Raw Data Export:
  - Secure export of underlying records (CSV/JSON) with schema and data dictionary.
- Documented REST API:
  - Publicly available documentation (OpenAPI/Swagger), authentication, versioning, and sample requests/responses.
- Geo-Referenced Validation Data:
  - All electronic validations must be linked to agency GTFS entities (stop\_id, route\_id, trip\_id) and include coordinates/timestamps.
- Data Migration:
  - Limited to the minimum dataset needed to preserve active customer accounts and maintain reporting continuity for the current and previous 24 months.
- Post-Migration Report:
  - Enumerate records transferred, anomalies identified, and resolutions applied.

### Multi-Language Support (Preferred)

- Customer-facing interfaces should ideally support multiple languages (e.g., Spanish, Tagalog, Korean, Hmong, Samoan, Yupik).
- Alternate or phased translation approaches may be proposed; proposals without a translation approach will be evaluated less favorably.

### 3.4 Payment Acceptance & Fleet Hardware

**Supported Media.** The system shall support: (a) **ISO/IEC 14443-4 contactless smart cards** (extended- and limited-use) with standards-based secure applications; (b) **QR/2D barcode** validation (online/offline as applicable); (c) **open payments** (contactless debit/credit and mobile wallets). If the agency continues honoring **magnetic stripe period passes**, the system shall record taps/uses and reconcile reporting, **or** propose a clear **deprecation/sunset plan** with rider transition steps. Card identifiers shall map to durable **account tokens** in the back office (no reliance on raw UID alone).

**Fleet Hardware & POS Peripherals.** Vendors may propose **replacement or retrofit** of legacy fareboxes/devices to achieve full compliance. Provide **three (3) POS peripheral sets** for Customer Service stations: receipt printer, barcode/QR scanner, **USB webcam**, and **desktop contactless smart-card reader/writer** (e.g., Omnikey 5427CK or equivalent). Implement agency-approved **encoding profiles** (production and test) and documentation for interoperability; support agency-supplied card stock and recommend specifications for new smart-card stock. Hardware & Media Procurement shall include: a **test environment**, **one (1) mobile printer**, vendor-recommended **spare equipment**, and an **initial inventory of smart cards**. For reference, newer fare collection devices (circa **2022 and later**) may be treated as **reference hardware**; vendors may propose **equivalent or alternative devices** to meet functional requirements.

**Cash Payment Integration.** Integrate existing fleet **cash payment data** into the SaaS reporting dashboard; if hardware is not replaced, **integration is required**. Any replacement/retrofit hardware must be fully compatible with the SaaS platform and meet all functional and reporting requirements.

**Keys & SAMs.** The vendor shall provide a key-management plan covering creation, rotation, storage, and retirement of card/application keys. If Secure Access Modules (SAMs) are used, the proposal shall specify SAM model(s), handling, and physical security.

**Key Ceremony.** The vendor shall conduct an Agency-witnessed key ceremony and deliver sealed custody logs and escrow procedures.

**Anti-Cloning.** The system shall implement measures to mitigate card cloning/replay (e.g., challenge-response, diversified keys, transaction counters).

**Standards.** No proprietary, vendor-locked card schemas; encoding shall be documented and exportable to maintain interoperability.

### 3.5 System Integrations

The vendor is responsible for **complete integration** (development, configuration, testing) with: (a) **Avail ETMS**, (b) existing farebox hardware (unless replaced per Section 3.4), (c) the **mobile ticketing environment** (integrate or replace), and (d) **Single Sign-On (SSO)**. **Masabi JustRide** and **Productive Solutions POS** are listed for awareness; vendors may propose integration or replacement if required to meet functional outcomes. Integration is **complete only when operating in production** with no customer-visible defects and acceptance conditions met (see Section 3.7).

**Avail ETMS Integration** –The fare system shall integrate with Avail ETMS by delivering fare transactions via the Avail360 API or ETMS CSV import using Avail’s required data definitions. The system must associate each fare event with Vehicle ID, Trip ID, Block/Run ID, Route ID, and Service Date/Time using GTFS-Realtime/Static or an in-vehicle interface, enabling accurate reporting and alignment with Avail operational data.

**Mobile Ticketing – Integration or Replacement.** Base bid shall assume **integration with the existing mobile platform**; any **replacement** must include a written **migration/cutover plan** (active products, institutional accounts, reconciliation, rider continuity, sequencing/risks) and a **clearly separated alternate price** in the Cost Proposal. **Replacement proposals without a migration/cutover plan are non-responsive** for the alternate. The agency may **revert to integration** prior to contract execution, and the vendor must **honor base pricing** without modification.

**Completion Standards & Reversion Provisions.** Integrations must function as a unified solution supporting real-time posting, account reconciliation, and validation; maintain data integrity; and support future expansion. If the agency preliminarily selects a replacement approach, it may revert to integration at its sole discretion before contract execution, with **pricing honored** as submitted in the base bid.

Integrations shall support Customer Service issuance workflows, including real-time card status checks, **hot-list distribution to validators**, synchronization of card-to-account bindings, and a **local issuance mode** for temporary network outages with deferred synchronization to the back office.

### 3.6 Security, Compliance & Architecture

**Hosting & Security.** MOA Hosting Agreement Non-Public will be an appendix on the contract based on solutions data collection types. Prior to award, the proposer will be

requested to complete a MOA Security Questionnaire, provide 3rd party security audit results, and must receive Municipality of Anchorage's IT Security Team approval.

**The following items will be in the contract scope; therefore, all proposers must describe their solution relative to the following security concerns.**

**SOC 2 Type II-certified** with documented access/change/vulnerability/incident controls.

**SSO** compatible with Microsoft Azure Active Directory/Entra ID. Integration documentation is to be provided prior to implementation.

**Encryption** of all transactional/account data in transit and at rest using industry-standard protocols, TLS 1.2 or higher for data in transit, AES-256 for data at rest, FIPS 140-3 validated modules required.

**MFA and RBAC.** Multi-factor authentication (MFA) for all user and administrative access. Role-based access control (RBAC) with configurable least-privilege permissions based on job function.

**Auditing.** Customer-approved, time-bound vendor access with uniquely identifiable vendor support logins, logging of all support activities, emergency access ("break-glass") with mandatory reason codes and auto-expiration.

**Multi-Tenant Isolation.** Multi-tenant isolation, including separate logical databases or schema-level isolation validated by third-party audit, no customer data exposure across tenants.

**PCI, Privacy & Compliance.** Maintain PCI-DSS compliance for all components storing, processing, or transmitting payment card data. PCI Compliant with US Law, a US based company, and no offshore storage (US only). Document supported or available payment processors. Handle all PII per applicable federal/state privacy laws and best practices.

**High Availability & Disaster Recovery.** Provide high-availability architecture with  $\geq 99.5\%$  uptime SLA (higher tiers may be proposed with costs), and a documented DR plan with RPO  $\leq 24$  hours and RTO  $\leq 72$  hours.

**Scalability & Future-Proofing.** The system must expand to support additional fare media, channels, and service modes (e.g., microtransit, paratransit, third-party mobility) without substantial redevelopment.

### 3.7 Project Delivery & Acceptance

**Milestones.** Implement a **pilot deployment on 10 vehicles by Q3 2026**, followed by **full fleet rollout by November 30, 2026**.

**Conditions for Acceptance.** Acceptance (pilot, full deployment, and defined deliverables) will be granted only when:

- All required integrations (**Avail ETMS**, farebox hardware—existing or replacement, **Mobile Ticketing Platform**—integrated or replaced, and **SSO**) are **functioning in production** with no further integration development or cost to the agency.
- Historical data migration is limited to **active customer accounts** and **≤24 months** of electronic fare transaction history needed for ongoing operations and financial reporting.
- **No customer-visible defects** remain unresolved, including payment validation, customer account functions, fare capping, UPass handling, and mobile purchase/validation flows.
- No customer-visible defects shall remain at acceptance. Any exceptions permitted at acceptance must be **non-rider-facing**, documented in writing, assigned to the vendor, and scheduled for resolution in a mutually agreed backlog with target timelines. Resolution of such backlog exceptions shall be provided **at no additional cost** to the Agency. Exceptions not documented and assigned shall be deemed **unaccepted work** and may delay acceptance at the Agency's sole discretion.
- **Smart-Card Issuance & Validation:** end-to-end issuance (**encode → bind to account → load product → validate on bus**) demonstrated; **hot-list propagation** to all validators within **≤15 minutes** of status change (target).
- **Throughput Test:** Customer Service issues **10 consecutive cards**, each **≤3 minutes**, without error.
- **Data Migration Confirmation.** Vendor shall migrate the minimum dataset for active accounts and the previous 24 months; **archive** data beyond that window; and provide a **migration report** (records transferred, anomalies, resolutions). Deliver **encoding profile mappings**, card-identifier→account mappings, and **25 test cards/tickets** spanning active product types for UAT/regression.

### 3.8 Training Requirements

Provide **instructor-led training** for Operations, Dispatch, Maintenance, and Customer Service staff during implementation. Deliver **train-the-trainer sessions** and maintain **versioned source files** for all training and knowledge-base materials; furnish **editable originals** (e.g., .docx, .pptx, design source files) to the agency for ongoing updates.

### 3.9 Support, Maintenance & Contractual Terms

**Contract Term & Renewals.** The initial contract term shall be **five (5) years**, with up to **two (2)** optional **two-year** renewals, subject to performance and agency approval (renewal is not automatic).

**Ongoing Support & SLA.** After acceptance, provide **24/7/365 incident reporting and support** with defined prioritization and **uptime/response/resolution** targets; failure to meet targets will result in **service credits/liquidated damages** applied per the agreement. Meeting SLA targets does **not constitute acceptance**—acceptance is governed by Section 3.7 conditions.

**Data Ownership & End-of-Term Transition.** All fare transactions, configurations, reports, and integration outputs are **owned exclusively by the agency**. To comply with municipal record-retention policies, the system **must not implement any automated retention or auto-purge settings**. All data must remain stored and accessible unless the agency intentionally exports, archives, or removes it in accordance with its own retention practices. The vendor must also provide **complete data export packages** upon request and at the end of the contract term and maintain **data extraction capability for at least 90 days** following contract termination.

### 3.10 Marketing, Adoption & Stakeholder Support

Deliver **Rider Adoption & Communications Plan** (audiences, messages, channels, schedule), content calendar for **12 months post-acceptance**, and a **creative asset kit** (print/digital posters, signage specs, website copy, email templates, social media copy, in-app messaging recommendations) for agency review and approval. **Multi-language support is preferred** (Spanish, Tagalog, Korean, Hmong, Samoan, Yupik), and **materials must be delivered ≥4 weeks prior to go-live**. Vendor will not publish externally without written agency authorization.

Provide a **Retail Network Support Package** (counter signage, quick-start guides, FAQs, POS procedures), **up to two live virtual retailer trainings** (recorded), and a **machine-readable retailer location feed** (hours, address, services) with **monthly updates for 12 months** post-acceptance.

Provide an **Institutional Partner Toolkit** (UPass/employer/university onboarding), **two live virtual onboarding sessions per institution type**, and **templated reports** needed by partners consistent with Section 3.3 reporting.

Configure an **Adoption Dashboard** (channel mix, unique accounts, fare capping attainment, UPass activations/usage, validation success/error rates, support volumes by category) and deliver a **Monthly Adoption Report for 12 months** post-acceptance, then **quarterly** through the base term unless otherwise agreed; use privacy-preserving methods and comply with applicable laws/policy.

Provide an **Internal Change Package** (operator talking points, service bulletin text, dispatch reference cards, maintenance checklists, customer service scripts, knowledge-base articles) and **up to three train-the-trainer sessions**; maintain **versioned, editable source files** for all Section 3.10 materials. **Failure to deliver Section 3.10 obligations on schedule is subject to service credits/liquidated damages under Section 3.9; non-performance does not delay technical acceptance** under Section 3.7.

#### **4.0 PROPOSAL AND SUBMISSION REQUIREMENTS**

To achieve a uniform review process and obtain the maximum degree of comparability, it is required that the proposals be organized in the manner specified below. Proposals shall not exceed two (2) pages in length (excluding letter of transmittal, resumes, title page(s), index/table of contents, required attachments, or dividers). One page shall be interpreted as one side, single-spaced, letter size (8-1/2" X 11") sheet of paper, **or its electronic equivalent**. Excess pages will be removed prior to evaluation, which could result in incomplete responses and lower scores.

Proposals should not include any use of the municipal seal. The use of the municipal seal (Logo) is limited by code AMC 8.30.085.a.b. which states.

##### **AMC 8.30.085 – Use of Seal without permission prohibited.**

- A. Pursuant to section 1.40.030 unauthorized use of the municipal seal is prohibited.
- B. Upon conviction, unauthorized use is punishable by fine of not more than \$500.00, or by imprisonment for not more than six months, or by both.

For each evaluation criterion listed in Section 5.1, there must be a corresponding submission requirement in this Section 4.0. The following

subsections (4.5–4.10) define the required content aligned to the evaluation criteria and acceptance commitments described in Section 3.0.

#### 4.1 Title Page

Include the RFP number and subject, the name of your firm, address, telephone number(s), name of contact person, contact information (phone number, email address), and date.

#### 4.2 Table of Contents

List the proposal's sections with page numbers. Include the page numbers for each RFP Evaluation Criterion.

#### 4.3 Letter of Transmittal (Limited to two (2) pages).

4.3.1 Briefly state your firm's understanding of the services to be performed and make a positive commitment to provide the services as specified.

4.3.2 List your company's contact for this RFP along with their phone number and email address.

4.3.3 Provide the name(s) of the person(s) who are authorized to make representations for your firm, their titles, address, email, and telephone numbers.

4.3.4 **The letter of transmittal must be signed by a corporate officer or other individual who has the authority to bind the firm.**

#### 4.4 Proposal Organization

Proposals shall be organized in the following sequence:

- **Title Page (Section 4.1)**
- **Table of Contents (Section 4.2)**
- **Letter of Transmittal (Section 4.3)**
- **Criterion-linked submissions:**
  - Technical Solution & Approach (Section 4.5)
  - Project Plan & Implementation Timeline (Section 4.6)
  - Vendor Experience & Qualifications (Section 4.7)
  - Cost Proposal (Section 4.8)
  - Migration / Cutover Plan (Section 4.9)
- **Acknowledgments & Commitments (Section 4.10)**

#### 4.5 Technical Solution & Approach (*Supports Section 5.1 – 35 points*)

Provide a comprehensive description of the proposed account-based, cloud-native SaaS fare collection system, including:

- **Security, Compliance & Architecture:** Solution architecture diagrams; SOC 2 Type II hosting; encryption in transit and at rest; SSO compatibility with Microsoft Azure AD/Entra ID and all other items in Section 3.6.
- **Fare Policy Engine:** Support for fare capping, transfers, concessions, and UPass without manual operator validation.
- **Portals & Customer Service:** Administrative, Partner, and Retail portals; lifecycle actions; issuance throughput  $\leq 3$  minutes per card including photo capture.
- **Data, Reporting & API:** Unified reporting dashboard; custom reports; REST API; GTFS geo-referencing; migration approach limited to active accounts +  $\leq 24$  months history; outline of post-migration report.
- **Payment Media & Validators:** ISO/IEC 14443-4 smart cards; QR/barcode; open payments; tokenization; mag-stripe reconciliation or deprecation plan.
- **Integrations:** Avail ETMS, fareboxes, mobile ticketing (integration base bid or replacement alternate), and SSO.
- **Compliance Matrix:** Completed compliance matrix mapping proposal to Appendix A (Must-Have items in scope, priced, and delivered; S/C/W items excluded).

#### 4.6 Project Plan & Implementation Timeline (*Supports Section 5.2 – 20 points*)

Submit a detailed project plan demonstrating ability to meet milestones:

- Pilot deployment on 10 vehicles by Q3 2026; full fleet deployment by November 30, 2026.
- Acceptance alignment (Section 3.7 conditions: no customer-visible defects;  $\leq 20$  non-rider exceptions; hot-list propagation  $\leq 15$  minutes; issuance throughput  $\leq 3$  minutes; migration scope confirmed).
- Resourcing, dependencies, governance, and risk mitigation.

#### **4.7 Vendor Experience & Qualifications (*Supports Section 5.3 – 15 points*)**

Provide evidence of comparable deployments and staff capability:

- Case studies or references for account-based fare collection with smart card/open payment and SaaS back-office.
- Three (3) references with contact info, project scope, and outcomes.
- Resumes for key staff (Project Manager, Integration Lead, Security Lead, Training Lead).
- Certifications/compliance evidence (SOC 2 Type II, PCI-DSS).

#### **4.8 Cost Proposal (*Supports Section 5.4 – 20 points*)**

Provide Total Cost of Ownership for implementation, licensing, hardware, integrations, training, adoption support, and ongoing maintenance:

- Base bid assumes integration with existing mobile ticketing platform.
- Clearly separated alternate price for replacement of mobile ticketing platform (include migration/cutover costs).
- SLA tier options (e.g., 99.9% uptime); hardware/peripherals (3 POS sets, test environment, spares, smart cards).
- Pricing must reflect only Must-Have items in Appendix A; no bundling with S/C/W items.
- Submit structured pricing workbook (one-time costs, recurring costs, optional services).

#### **4.9 Migration / Cutover Plan (*Supports Section 5.5 – 10 points*)**

Submit a mandatory Migration / Cutover Plan addressing:

- Data migration limited to active accounts and ≤24 months transaction history; reconciliation; archiving; post-migration report.
- Continuity steps for institutions and riders; rollback provisions.
- Replacement proposals without a migration/cutover plan will be non-responsive for the alternate.

#### **4.10 Acknowledgments & Commitments (*Unscored*)**

Proposers shall provide a **single signed acknowledgment** confirming that they have read, understand, and agree to comply with the following RFP requirements:

- Section 3.7 – Acceptance Conditions
- Section 3.9 – Support, SLAs, Data Ownership & End-of-Term Export
- Section 3.10 – Marketing, Adoption & Stakeholder Deliverables

#### **Required Submission:**

Include a signed statement using the following language (or substantially similar):

“We hereby acknowledge, understand, and agree to comply with all requirements referenced in Section 4.10 of this RFP, including Sections 3.7, 3.9, and 3.10. We understand these acknowledgments are mandatory and will be evaluated on a pass/fail basis as described in Section 5.3.”

This acknowledgment satisfies evaluation requirement **Section 5.3 – Mandatory Pass/Fail Requirements**.

### **5.0 EVALUATION CRITERIA AND PROCESS**

#### **5.1 Evaluation Criteria Weighting**

Proposals will be evaluated using the following criteria and point values:

1. Technical Solution & Approach – 35 points
2. Project Plan & Implementation Timeline – 20 points
3. Vendor Experience & Qualifications – 15 points
4. Cost Proposal – 20 points
5. Migration / Cutover Risk & Continuity Plan – 10 points

**Total = 100 points**

#### **5.2 Qualitative Rating Scale**

Outstanding = 1.0; Excellent = 0.8; Good = 0.6; Fair = 0.4; Poor = 0.2; Unsatisfactory = 0.0. Multiply rating factor by max points for each criterion.

#### **Cost Points Formula**

Lowest cost proposal receives full points; others prorated per formula:

Lowest Cost x Max Points for Cost Criterion ÷ Cost of Proposal Being Scored

### **Additional Rules**

- **Must-Have Compliance:** Failure to meet any Must-Have requirement in Appendix A results in a score of 1 (out of 5) for Technical Solution & Approach.
- **Tie-Break Sequence:** Higher Technical Solution score → Lower Migration/Cutover risk score → Lower Total Cost.
- **Multiple-Path Evaluation:** If a vendor submits both integration-based and replacement-based proposals, each will be evaluated separately. The agency may revert to integration prior to contract execution; vendor must honor base pricing without modification.

### **5.3 Mandatory Pass/Fail Requirements (Related to Section 4.10 – Unscored)**

In addition to the scored evaluation criteria, proposers must submit all required acknowledgments and commitments described in Section 4.10. These items are considered **mandatory for proposal responsiveness** and will be evaluated on a **pass/fail basis**.

Failure to submit any required acknowledgment or commitment outlined in Section 4.10 will result in the proposal being deemed **non-responsive** and removed from further consideration. These requirements are not assigned point values and do not contribute to the total evaluation score.

### **5.4 Evaluation Process**

The Municipality reserves the right to award based solely on written proposals or to conduct interviews with short-listed firms. Interviews, if conducted, will use the same criteria and point ranges as initial evaluations.

## **6.0 SELECTION PROCESS**

The Proposer with the highest total evaluation points may be invited to enter into contract negotiations with the Municipality of Anchorage. If an agreement cannot be reached, the second highest Proposer may be contacted for negotiations. This process may continue until successful negotiations are achieved. However, the Municipality reserves the right to terminate negotiations with any Proposer should it be in the Municipality's best interest. The Municipality of Anchorage reserves the right to reject any and all proposals submitted.

Prior to award, the Municipality must contact the Information Technology Department (ITD) to review the vendor's security posture, security-related contract requirements, and any technology concerns. Award may only proceed following ITD review and approval.

## **7.0 SAMPLE CONTRACT**

All Proposers must carefully read and review ATTACHMENT E - Sample Contract. The final Contract with the Municipality of Anchorage will be substantially similar to it.

If a Proposer wishes to make changes to the Sample Contract, the proposed changes must be submitted with the proposal. All desired changes must be submitted in a separate document, and must be clear, legible, and conspicuous. The Proposer must also provide the rationale for all proposed changes. No changes will be considered until after the highest scored proposal(s) has been determined.

IF NO CHANGES ARE SUBMITTED WITH THE PROPOSAL, IT IS UNDERSTOOD THAT THE TERMS AND CONDITIONS OF THE SAMPLE CONTRACT HAVE BEEN ACCEPTED.

## **8.0 ATTACHMENTS**

Attachment A - Existing Fare Collection System Inventory  
Attachment B - Customer Service POS Informational Reference  
Attachment C - Existing Fare Collection System Inventory  
Attachment D - Glossary of Technical Terms  
Attachment E - Sample Contract  
Attachment F – Buy America  
Attachment G – Debarment Form  
Attachment H - FTA Certification  
Attachment I – Lobbying Certification