

CITY OF SANTA MONICA



REAL-TIME BUS ARRIVAL PREDICTIONS AND ALERTS FOR BBB CUSTOMERS

SaMoDOT

RELEASE DATE: June 18, 2026

DEADLINE FOR QUESTIONS: July 1, 2026

RESPONSE DEADLINE: July 21, 2026, 3:00 pm

APPROVED FOR ADVERTISEMENT

City of Santa Monica

Real-time bus arrival predictions and alerts for BBB customers

Table of Contents

- 1. Introduction**
- 2. Term**
- 3. Scope of Work**
- 4. Questions and Answers**
- 5. Vendor Questionnaire**
- 6. Evaluation Criteria**
- 7. Award Process**
- 8. Terms & Conditions**

Attachments:

- A - Proposer Checklist
- B - Glossary
- C - Software Maintenance Agreement Template
- D - Software as a Service Template (11-25)
- E - Technology Services Template

1 Introduction

1.1 Summary

The City of Santa Monica, (the "City") seeks proposals from qualified firms to provide a comprehensive software-as-a-service system that will allow the city of Santa Monica's Big Blue Bus (BBB) to improve the customer experience in every interaction with its service.

1.2 Background

The City of Santa Monica (City) operates Big Blue Bus (BBB), a fixed route bus service within Santa Monica and the greater West Los Angeles region. BBB operates 17 routes with a fleet of 195 buses, and almost 300 fixed route operators. In FY2025-26, BBB operated for over 4 million revenue hours, 450,000 revenue miles, and provided more than 10,000,000 passenger trips.

BBB seeks continuous improvement of the customer experience throughout the entire public transit trip, including while waiting for a bus to arrive. Accurate, reliable predictive real-time bus arrival information has been shown to improve the customer experience by reducing the perceived wait time, and the anxiety of not knowing if the next bus is on schedule or when it will arrive. BBB has provided its customers with bus arrival predictions for more than 10 years and customers and other stakeholders rely on the data. In March 2026, more than 5.4 million real-time information predictions were ingested by third-party developers for customer use, including customer apps, signs, connected vehicle projects, local organizations, advertisement screens, and other sources.

Approximately 96% of the data was ingested by applications that provided bus arrival predictions and alerts directly to customers using apps such as Transit or Google. Customers can also plan their BBB trips by visiting BBB's webpage with an embedded trip-planning feature, using SMS texts, or making Interactive Voice Response (IVR) calls to BBB. In addition, many customers use BBB's real-time arrival information signs at 195 bus stops throughout the service area. BBB also works with partner agencies to reflect real-time arrivals at shared stops where the partner agency has a real-time display.

Although a variety of third-party apps are available which provide arrival predictions using BBB's public General Transit Feed Specification real-time (GTFS-rt) feed, it is important that BBB proactively provide its customers real-time bus arrival information that is consistently the same, across a variety of communication channels rather than having customers rely on various sources that may each provide slightly different predictions due to variances in algorithms and/or prediction methodology.

Most BBB customers have and use a smartphone; however, a significant minority of customers do not have a smartphone or prefer to get their bus arrival data by other



means such as phone, text, computer, or electronic signs at bus stops. The ideal solution would make accurate real-time bus arrival information easily accessible to virtually all current and potential BBB customers however they may prefer to get the data. The solution would also disseminate static schedule data (GTFS) via maps when appropriate and would be the single source of truth for BBB real-time locations and schedule data.

In addition, providing a means to automatically disseminate real-time service alerts across a wide range of communication channels would improve the customer experience by helping to reduce customer confusion and frustration about planned and unplanned disruptions. An automated alert-generation solution using data ingested from BBB's existing CAD-AVL and scheduling systems would help BBB staff better serve customer needs without having to manually enter the same information into multiple locations, which currently include social media, BBB's website, email blasts, and GTFS-rt for downstream systems such as third-party apps or electronic signs at bus stops, etc.

While the passenger web and mobile components of bus schedule and location data are important parts of a successful system, the most important focus is on the generation and delivery of high-quality real-time arrival prediction data that meets industry standards, e.g., GTFS-rt. With these predictions, BBB is able to leverage the marketplace of real-time third-party apps such as Google, Transit, Moovit, etc. giving customers the flexibility to use the apps that best meet their needs while maintaining consistency of data across all third-party platforms.

1.3 Contact Information

Any inquiries or requests regarding this procurement should be submitted via OpenGov. Other City officers, agents, employees or representatives do not have authority to respond on behalf of the City. Contact with unauthorized City personnel during the selection process may result in disqualification.

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SaMoDOT

Department Head:

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Director SaMoDOT

1.4 Timeline

Proposal Calendar

The following is a list of key dates:



Release Project Date	June 18, 2026
Question Submission Deadline	July 1, 2026, 3:00pm
Question Response Deadline	July 9, 2026, 3:00pm
Proposal Submission Deadline	July 21, 2026, 3:00pm

2 Term

The City is inviting proposals from qualified persons or firms for a firm-fixed contract for an initial term of One (1) year, with Four (4) for renewal of One (1) year each, to be exercised at the City's sole discretion.

3 Scope of Work

3.1 Operational Requirements

While the passenger web and mobile components of bus schedule and location data are important parts of a successful system, the most important focus is on the generation and delivery of high-quality real-time arrival prediction data and service alerts that meets industry standards, e.g., GTFS-rt. With these predictions and alerts, BBB is able to leverage the marketplace of real-time third-party apps such as Google, Transit, Moovit, etc. giving customers the flexibility to use the apps that best meet their needs while maintaining consistency of data across all third-party platforms.

3.2 General Technical Requirements

- a. The service shall be hosted by the Contractor such that no system software needs to be maintained by the City of Santa Monica.
- b. The service shall accept General Transit Feed Specification (GTFS); the proposed solution ~~should~~ shall consume BBB's data feed automatically and daily if changes have occurred.
- c. Real-time data shall be made available in GTFS-real-time (GTFS-rt) format (synced with the BBB's GTFS data).
- d. The system shall be capable of ingesting static bus route and stop arrival schedule data in order to generate customer-friendly route maps and to inform the public in the



event that location data is not available, e.g., during an outage or when service has been disrupted.

e. Real-time data shall also be available in a human readable format such as JSON as well as other formats like xml, txt, geojson, kml, and zip.

f. The proposed solution shall include publicly accessible API(s) that allows third party web and mobile application developers to use the real-time transit data and ensures consistency of predictions across multiple platforms, regardless of the app used.

f. The proposer shall provide references/links to public APIs for existing customers. Ideally, the API shall work on an open API specification, e.g., OneBusAway.

g. The system shall function in any standard web browser, using any third party smartphone application (app) that helps customers plan their transit trips (e.g., Transit, Google, and others), via SMS, and through interactive voice response (IVR).

h. The system shall display maps of “live” bus locations of all buses that can be viewed online by customers who visit BBB’s website and/or the proposer’s website, if available. The map views should include standard map display features (zoom in/out, panning, etc.). The maps should have an automatic refresh feature. The geo-spatial object management portion of the system should provide capabilities to trace routes and place stops and landmarks on the map for the general public to see.

Required information for online public maps shall include:

- A. The vehicle icon on the map display for the public shall clearly indicate Name of Route, Route Direction, and Location. The bus stop icon on the map display for the public shall clearly indicate Name of Bus Stop, Bus Stop ID #, Routes the bus stop serves, and the time the next two buses will be arriving at the bus stop.
2. Users shall have ability to view only routes that are of interest to them.
3. Vendor shall state the ability of the system for route remembrance for users.
4. System shall provide arrival predictions at stop level to give riders more detail about anticipated vehicle arrival times.
5. Vendor shall design a banner that uses customer-supplied logos/graphics.
6. System shall differentiate estimated time of arrival for inbound and outbound stops along a particular fixed route.
7. System shall continuously update the web page (whenever a new estimated time of arrival (ETA) is determined).

i. The system shall display route schedule and bus stop location that can be viewed online by customers who visit BBB’s website and/or the proposer’s website, if available.

j. Optional: The system may provide its own customized or commercial off-the-shelf (COTS) application (app) that can be downloaded to iOS or Android smart devices by customers. If available, the following are required:

- A. System shall provide interface that shows steady vehicle movement without reloading on internet-enabled mobile phones.



- B. For phones with GPS capability, System shall provide geolocation features to allow riders to identify location on map.
- C. System shall provide a free-to-download native iPhone and native Android application.
- k. Customers shall be able to access real-time transit information via SMS and IVR. The proposal shall provide details on how SMS and IVR are accessed.
- l. Predictions shall be available via API to BBB's network of real-time arrival information signs at bus stops and shelters.
- m. Bus arrival predictions demonstrate a high level of accuracy. Accuracy will be determined by comparing Contractor's predicted arrival time to actual arrival times provided by BBB. Each prediction will be counted as "acceptable" by using an error threshold (See Table 1).

The Time from Actual Range is calculated as the difference between the time the vehicle actually arrives or departs at the stop or timepoint, and the time the prediction is actually displayed (e.g., Text or GTFS-rt):

Time from Actual = Actual Arrival/Departure Time vs. Prediction Display Time

The Prediction Error is calculated by subtracting the predicted arrival/departure from the actual arrival departure at the bus stop or time point:

Prediction Error = Actual Arrival or Departure Time vs. Predicted Arrival or Departure Time

The closer the bus is to the stop or time point, the stricter (smaller) the error that will be allowed. The Prediction Error Thresholds for the Demonstration and subsequent contract are defined in Table 1:

Table 1. Prediction Error Thresholds

Time from Actual Bin	Prediction Error Thresholds
0 - 3 minutes	-1 to 1 minutes
3 - 6 minutes	-1.5 to 2 minutes
6 - 12 minutes	-2 to 3 minutes
12 - 30 minutes	-2.5 to 4 minutes

Contractor shall calculate the Prediction Error and the Time from Actual for each trip-stop for each minute starting 30 minutes before the trip-stop's actual arrival time. Contractor will then calculate whether each of their predictions fall in (acceptable) or out of the Error Threshold (not acceptable). For each Range (e.g. 0 – 3 minutes), prediction



accuracy is determined by finding the number of acceptable predictions out of the total number of predictions made for that trip-stop.

Number of Acceptable Predictions

Prediction Accuracy = Number of Acceptable Predictions/Number of Total Predictions

A. Additional factors to be considered when evaluating the accuracy of the proposed system:

1. Vehicle's actual arrival at/departure from a stop
2. Was a prediction made for arrival and departure?
3. How early did predictions begin, as compared to the requirements?
4. Did the predictions end substantially before the actual arrival and departure time?

B. Predictions and Actual Arrivals

1. Did the prediction have a corresponding actual arrival and departure?
2. Did the vehicle arrive earlier than predicted, such that a customer might miss it?
3. Did the vehicle arrive later than predicted, such that customers have long waits?

C. Vehicle positions

- i. Are all positions that should be included present?
- ii. What is the latency of the position?
- iii. Is the trip assignment accurate?

iv. Are the values of current stop sequence and current status correct?

3.3 (Optional) Website Support for BBB Customers

(Optional) The proposer shall provide and host a responsive mobile-friendly website that is compatible with all major operating systems and web browsers for customers to use to obtain real-time bus arrival, schedule adherence, and/or trip planning information. Any content or applications shared with BBB must be compatible with the City of Santa Monica's web site platform. If provided:

- a. The website shall include clear instructions for users on how to use the app and navigate the site, as well as answers to frequently asked questions (FAQs).
- b. The website shall also allow customers to access (BBB's and/or the proposer's, as specified in the contract) customer support via email, phone, live chat, or other means of communication.



- c. The website must comply with applicable Americans with Disability Act (ADA) as well as Sections 504 and 508 of the Rehabilitation Act of 1973.
- d. In addition to providing and hosting their own web site for customers to access, the proposer shall provide content to BBB to be embedded on one or more of BBB's web pages that customers can access to obtain schedule data and maps, real-time bus arrival, schedule adherence, and/or trip planning information.

3.4 Solution for Customer Information Alert System

The solution shall seamlessly integrate with other BBB systems such as the CAD/AVL or other systems to automatically generate alerts using the GTFS-alert specification in the event of service disruptions such as detours, cancelled service, bus stop closures, construction or event impacts, or ad-hoc bus trips along a specified route. The solution shall automatically or with minimal intervention publish a variety of service alerts via email and SMS to those who have opted in, as well as social media, RSS, and APIs directly to third-party applications without the disruption details being entered more than once by staff.

3.5 Technical Requirements

- a. The service shall be hosted by the Contractor such that no system software needs to be maintained by BBB.
- b. The proposed solution shall consume BBB's data feed automatically and be able to generate alerts for a variety of specific events such as service outages and detours.
- c. The proposed solution shall include a public API that allows third party web and mobile application developers to use the data and ensures consistency of alert content across multiple platforms, regardless of the app used.
- d. The system shall function in any standard web browser.
- e. Alerts shall also be available via API to BBB's network of real-time arrival information signs at bus stops and shelters, to the infotainment screens onboard BBB service vehicles if applicable to routes or stops served by those vehicles, and/or to any other network of e-paper, kiosks, or screens capable of displaying alerts that BBB may deploy in future.

3.6 General Requirements

The following requirements shall apply to all solutions:

- a. System shall be turnkey.
- b. Proposer shall describe their go-live strategy and average release timelines.
- c. Software as a Service (SaaS) fully hosted and cloud-based web platform.
- d. Unlimited data storage.
- e. Continuous software updates for duration of license.



f. All data provided by the City and the Contract Work Product (as defined in the Software as a Service template) is the property of the City of Santa Monica.

3.7 User Experience and Reliability of System

- a. The solutions shall be based on the latest available technology.
- b. All components of the real-time information, alerting, and/or business analytics system(s) must be compliant with the Americans with Disabilities Act (ADA), as well as Sections 504 and 508 of the Rehabilitation Act of 1973.
- c. All Graphic User Interfaces and public communications within or concerning the system shall meet the BBB brand guide (e.g., logos, color scheme, fonts, etc.), and no interface or communication will be released without approval of BBB staff. The look and feel of the Graphic User Interfaces must be intuitive and appealing to a broad audience, including users of all ages.
- d. The system, including all components, data, and user app, must operate reliably with no degraded performance, slow speed, or loss of functionality with at least a 99.99% rate of system availability and system accuracy on a weekly basis, excluding periods of scheduled maintenance, which, to the degree possible, shall be restricted to hours when BBB buses are not in service.

3.8 Customer Service Support of System

- a. The Contractor shall provide a dedicated Account Manager and ongoing technical/administrative support for BBB.
- b. The Contractor shall provide other ongoing support to include live chats with customer service representatives when the designated representative is unavailable by telephone and other communication channels such as email.
- c. The Contractor shall begin deployment and testing within 30-60 days after Notice to Proceed.
- d. The Contractor shall provide data launch and support to begin start-up.
- e. BBB shall be provided with two business days of onsite train-the-trainer training for operations, community engagement, customer service, and other staff as applicable, before system launch. Further training shall be provided as significant updates affecting procedures or workflows are released.
- f. BBB shall be provided with live user support (preferably onsite) during launch of the system.
- g. The solution shall include system health monitoring with automatic distribution of SMS and/or email notifications to a select group of BBB staff during system outages more than 30 minutes in length to enable BBB to provide proactive customer notifications.



- h. Upon resolution of an outage, the Contractor shall provide the same select group of BBB users with an email notification that the outage has been resolved, including root cause and remedy.
- i. The Contractor shall respond to any service issues or requests submitted by BBB and seek to resolve and close any issues relative to their urgency and/or impact within the following time frames:
1. A Level “A” Priority shall mean and refer to a System error that renders the System inoperable. SaaS provider shall assign resources within 30 minutes and shall continue to work on the problem until the problem is resolved. Average resolution time shall be less than three (3) hours.
 2. A Level “B” Priority shall mean and refer to the detection of a System error that seriously impairs System operations but does not render the System inoperable. SaaS Provider shall assign resources within two (2) hours and continue to work on the problem until the problem is resolved. Average resolution time shall be less than 24 hours.
 3. A Level “C” Priority shall mean and refer to a minor problem, but of sufficient severity to warrant correction before the next scheduled Upgrade or Update. SaaS Provider shall assign resources sufficient to resolve the problem within no more than thirty (30) days.
 4. A Level “D” Priority shall mean and refer to any other minor problems that do not severely affect the operation of the System. SaaS Provider shall incorporate corrections into the next scheduled Upgrade or Update.
 5. BBB shall have the ability within the application to escalate technical, service, or functionality issues to the proposer for review and resolution.
 6. The application shall provide BBB staff to report issues and submit comments and feedback for system improvement.
 7. The application must remain operational under any new operational system or other third-party software (including, but not limited to, security/firewall software) released at

the City / BBB during the term of the contract.

3.9 System Administration and Reporting

- a. All reports shall be exportable to standard, non-proprietary formats such as PDF (Portable Document Format), MS Excel, or comma-separated value (.csv) file.
- b. The contractor shall be responsible for developing additional custom reports or views following system implementation and/or an interface to allow BBB to build custom reports in a user-friendly manner.



3.10 Security and Confidentiality of Data (Supplemental to Security Requirements Discussed in Operational Requirements Section)

- a. The system design shall ensure that all data is safeguarded from unauthorized access or use and programs are protected from virus, malware, and cyber-attacks.
- b. All elements of the system shall comply with the City of Santa Monica's privacy policy.
- c. The proposer shall provide a plan as part of the proposal for monitoring, controlling, and updating security and encryption (if/where applicable) tools on an ongoing basis.
- d. The system shall be fully compliant with latest industry security and (if applicable) encryption standards.
- e. The system shall be incorporated into the City's disaster recovery plan. The proposer will be responsible for providing a system capable of meeting BBB's expected availability and recovery times.
- f. The system and the proposer's staff shall maintain the following standards of confidentiality:
 1. Confidential and Protected Information, as defined in the attached Software as a Service Agreement, is exempt from disclosure to the public or other unauthorized persons under state and federal statutes.
 2. All Confidential Information shall be kept confidential and protected from disclosure to any persons other than employees, agents, officers or representatives of such Party who have a need to know;
 3. All Confidential Information shall be held in the strictest of confidence and shall not be disclosed, disseminated or revealed to any other third party without the prior written permission of an authorized representative of the SaaS Provider, the Director of the City's Department of Transportation, and the City Attorney.

3.11 Project Management

1. The proposer shall establish a Project Management Team to manage and perform all functions and activities.
 - a. Overall project management
 - b. Project timeline and milestones
 - c. Resource allocation
 - d. System / software development, operations, and upgrades (if applicable)
 - e. Ongoing project quality review
 - f. Contract administration interface with BBB
 - g. Performance reporting
 - h. Risk assessment



- i. Issue tracking and resolution benchmarks

2. A Project Management Plan shall be included as part of the proposal, which shall include:

- a. A description of the management organization of the project including organization chart, identification of key personnel assigned to it with their responsibilities and relationships.
- b. A detailed project schedule that will allow BBB to monitor progress effectively.
- c. A full description of project management controls on progress, performance, quality, costs, schedule, and risks.
- d. A schedule of communications including frequency of activity and status reports, reporting method, and individuals responsible for each communication.

3.12 Quality Assurance and Quality Control

The quality assurance program shall include:

- a. Benchmarks against which the quality of service delivery can be measured, to include a system reliability (uptime) benchmark of no less than 99.9%
- b. Prevention, detection, notification, and process to alleviate any systematic problems,
- c. Avoidance and elimination of potential security breaches.

3.13 Implementation Plan

The implementation plan shall contain:

- a. Detailed milestones and schedule for development, marketing, training, launch, and acceptance,
- b. Detailed interface (narrative and schematic) to internal and external (if applicable) systems,
- c. Implementation support required of BBB,
- d. Communication plan for launch of customer-facing features and upgrades.

3.14 Minimum Requirements

A. Minimum years' experience: Five years' experience in providing real-time predictions and operational analytics to comparable transit agencies in the United States.

B. Minimum two years of compatibility with Clever Devices CAD/AVL system.

3.15 Measures of Project Success

General Metrics



The solution must include measurement of success of the project. The metrics should align with project goals, which include the following:

- a. Real-time bus arrival predictions and schedule data that are transparent and improve customer experience:
- b. Improve prediction accuracy across all communication channels
- c. Provide accurate, reliable schedule data and real-time bus arrival predictions to customers using electronic devices to access third-party and/or the proposer's own app, if available
- d. Provide active, reliable arrival prediction data to BBB's network of real-time signs
- e. Effectively and reliably provide predictions to customers using SMS and IVR to request the data

Customer Alerts

- a. Generate service updates and alerts automatically or with minimal user intervention (no more than one input) across a variety of communication channels including email, web, SMS, and social media
- b. Provide accurate, timely service alerts via API to third-party applications such as Transit, Moovit, Google Maps, and others
- c. Provide accurate reliable alert data to BBB's network of real-time signs

Project Delivery Metrics

The project delivery will be judged on standard project management controls metrics, including:

- a. Schedule - based on such elements as milestone achievement and earned value analysis
- b. Quality - based on defect burn down rates and customer satisfaction
- c. Budget - based on budget adherence

System Performance Metrics

The real-time information app will track any failures in functionality in all phases and features and report these for root cause analysis and permanent eradication of the issue via update or other means.

- a. All components, data, and user app, shall operate reliably with no degraded performance, slow speed, or loss of functionality with at least a 99.9% rate of system availability and system accuracy on a weekly basis
- b. Timely responses and resolutions to all support-related inquiries shall be provided within the service level agreement standards listed in this RFP



- c. The real-time information app will provide data for total cost of ownership (TCO) analysis.

Acceptance

Acceptance shall be conditional upon system performance as measured by performance metrics.

Project Deliverables

The Vendor shall deliver the following:

- a. Software Solution: A fully functional turnkey SaaS system that meets the requirements outlined in this RFP.
- b. Implementation Services: Complete software installation, configuration, data migration, and integration with existing systems.
- c. Documentation: Complete system documentation, including user manuals, administrator guides, and technical documentation.
- d. Support Services: Ongoing maintenance and technical support for the duration of the contract.
- e. Project Management: Comprehensive project management including project schedule, integration plan, communication methods, quality assurance plan, and testing plan.

System Implementation and Integration

- a. Upon contract execution, the successful bidder must identify a dedicated project manager to serve as primary point-of-contact and develop a detailed plan for completing the implementation process.
- b. Implementation plan must be approved by BBB prior to proceeding.
- c. As part of the discovery process, the bidder shall complete a gap analysis report and a data conversion plan for moving existing real-time predictions and operational analytics data into the system.
- d. The implementation plan must include a ninety-day testing period in which the new system shall run in parallel with the existing system.
- e. The implementation plan must include a plan for providing training on the new software for BBB personnel as well as videos and other training materials to be used for refresher and new employee training in the future.
- f. Upon implementation completion, the vendor shall deliver full system documentation, including configuration records and a complete data dictionary.
- f. The detailed requirements for system implementation and integration are found in the System Requirements attachment. Definitions of terms are included in the Glossary



4 Questions and Answers

Vendor Queries Due

Questions must be submitted online in the “Q&A” tab. The City will only accept or respond to questions submitted through the online vendor portal.

One question per submittal. (This does not mean one question per vendor.) Submittals containing multiple questions will not be answered.

5 Vendor Questionnaire

5.1 Proposal

5.1.1 Letter of Transmittal*

Please upload your letter of Transmittal as a PDF here. Make sure to include the following items.

- A. Identify the submitting organization;
- B. Identify the name, title, telephone and fax numbers, and e-mail address of the person authorized by the organization to contractually obligate the organization;
- C. Identify the name, title, telephone and fax numbers, and e-mail address of the person authorized to negotiate the contract on behalf of the organization;
- D. Identify the names, titles, telephone and fax numbers, and e-mail addresses of persons to be contacted for clarification;
- E. Be signed by the person authorized to contractually obligate the organization;
- F. Acknowledge receipt of any and all amendments to this RFP.

*Response required

5.1.2 Qualifications*

Provide a brief summary of your company’s history, its capabilities, and its recent relevant experience (last five years). Also, describe your demonstrated experience with similar projects and qualification including professional licenses and certifications.

*Response required

5.1.3 Key Personnel*

Describe the project team composition and include resumes of key personnel. Proposed members should be available for ninety (90) days from the proposal due date. The City must be promptly notified of any changes in key personnel prior to award.

*Response required



5.1.4 References*

List a minimum of three (3) references for whom comparable services were provided to in the last five (5) years. Include the name of the firm, name of the contact, telephone number of the contact, email address of contact (if available), brief description of the services provided and your firm's role, and the start and completion date.

*Response required

5.1.5 Project Work Plan*

Describe your understanding of the project and approach. Include deliverables, milestones, assumptions, and identify potential risks that could delay the project. List any resources you expect the City to provide.

*Response required

5.2 Cost Proposal

5.2.1 Cost of Software, Licensing and Subscription*

Pricing shall be itemized and tabulated, with details of user license types (e.g., administrator, analyst, or read-only), data storage or transfer fees (if applicable) and any SaaS, Licensing, and/or Subscription fees, and annualized over a five-year contract term.

*Response required

5.2.2 Implementation, Support and Ongoing Services*

Implementation costs, broken down by key milestones, and post-implementation annual costs not included above, including helpdesk/customer support, system monitoring, maintenance, and software updates or enhancements and annualized over a five-year contract term.

Maximum response length: 5000 characters

*Response required

5.3 Other Required Responses

5.3.1 Business License Requirements

WHO NEEDS A BUSINESS LICENSE?

1. Is this vendor physically located in the City of Santa Monica?

Yes (Vendor must have a City of Santa Monica business license - contact the Business License unit for the appropriate forms. Skip question 2 & continue to "ADDITIONAL REQUIREMENTS" section below)

No (Continue to the next question)

2. Does this vendor physically come into the City of Santa Monica to conduct business and/or make deliveries?



Yes(Vendor must have a City of Santa Monica Out-of City Business License. contact the Business License unit for the appropriate forms. Continue to “ADDITIONAL REQUIREMENTS” section below)

No(STOP, no license needed)

ADDITIONAL REQUIREMENTS:

If this vendor is located in or comes into the City of Santa Monica to conduct business, in addition to having a CITY OF SANTA MONICA BUSINESS LICENSE, they will be required to have insurance (see agreement for descriptions).

The business license documentation is only required from the successful Proposer.

5.3.2 Notice Regarding Disclosure of Contents of Documents*

All responses to this Request for Proposal (RFP) accepted by the City of Santa Monica (City) shall become the exclusive property of the City. All proposals accepted by the City shall become a matter of public record and shall be regarded as public, with the exception of those elements of each proposal which are defined by the contractor as business or trade secrets and plainly marked as "Trade Secret", "Confidential" or "Proprietary". Each element of a proposal which a contractor desires not to be considered a public record must be clearly marked as set forth above, and any blanket statement (i.e. regarding entire pages, documents or other non-specific designations) shall not be sufficient and shall not bind the City in any way whatsoever. If disclosure is required or permitted under the California Public Records Act, or otherwise by law, the City shall not in any way be liable or responsible for the disclosure of any such records or part thereof.

☐ Please confirm

*Response required

5.3.3 Oaks Initiative*

CITY OF SANTA MONICA OAKS INITIATIVE NOTICE

NOTICE TO APPLICANTS, BIDDERS, PROPOSERS AND OTHERS SEEKING DISCRETIONARY PERMITS, CONTRACTS, OR OTHER BENEFITS FROM THE CITY OF SANTA MONICA

Santa Monica’s voters adopted a City Charter amendment commonly known as the Oaks Initiative. The Oaks Initiative requires the City to provide this notice and information about the Initiative’s requirements. You may obtain a full copy of the Initiative’s text from the City Clerk.

This information is required by City Charter Article XXII—Taxpayer Protection. It prohibits a public official from receiving, and a person or entity from conferring, specified personal benefits or campaign advantages from a person or entity after the official votes, or otherwise takes official action, to award a “public benefit” to that person or entity. The prohibition applies within and outside of the geographical boundaries of Santa Monica.



All persons or entities applying or receiving public benefits from the City of Santa Monica shall provide the names of trustees, directors, partners, and officers, and names of persons with more than a 10% equity, participation or revenue interest. An exception exists for persons serving in those capacities as volunteers, without compensation, for organizations exempt from income taxes under Section 501(c)(3), (4), or (6), of the Internal Revenue Code. However, this exception does not apply if the organization is a political committee or controls political committees. Examples of a “public benefit” include public contracts to provide goods or services worth more than \$25,000 or a land use approval worth more than \$25,000 over a 12-month period.

In order to facilitate compliance with the requirements of the Oaks Initiative, the City compiles and maintains certain information. That information includes the name of any person or persons who is seeking a “public benefit.” If the “public benefit” is sought by an entity, rather than an individual person, the information includes the name of every person who is: (a) trustee, (b) director, (c) partner, (d) officer, or has (e) more than a ten percent interest in the entity. Therefore, if you are seeking a “public benefit” covered by the Oaks Initiative, you must supply that information on the Oaks Initiative Disclosure Form. This information must be updated and supplied every 12 months.

- [OAKS INITIATIVE FORM.pdf](#)
- [OAKS INITIATIVE FORM - Exam...](#)

*Response required

5.3.4 Living Wage Ordinance Certification*

CITY OF SANTA MONICA LIVING WAGE ORDINANCE

Certification for Providers of Services to the City of Santa Monica

(Fiscal Year 25/26 – September 8, 2025 through June 30, 2026)

TO BE COMPLETED BY ALL CONTRACTORS PROVIDING SERVICES TO THE CITY OF SANTA MONICA IN EXCESS OF \$54,200

The City of Santa Monica Municipal Code Chapter 4.65, Living Wage Ordinance (LWO), establishes a Minimum Wage of \$22.50 for certain employees of contractors providing services to the City where services exceed \$54,200 or more and requires that contractors also provide the same health care and other benefits to employees' same sex spouses and domestic partners as are provided to other employees' spouses.

An employee covered by the LWO is any person who does not actually work as a manager, supervisor, or confidential employee, and who is not required to possess an occupational license.

The Living Wage Ordinance applies the services sought pursuant to this bid and bidders are required to prepare and return the Living Wage Certification Form. If the bidder is selected, the bidder must maintain payroll records that include, at minimum, the full name of each employee providing services under the contract, job classification and rate of pay. Bids that fail to include Certification Forms may be considered non-responsive and excluded from further consideration.



Please prepare the following certification if you are a contractor engaging in a contract for services with the City of Santa Monica in excess of \$54,200.

Your signature on this certification grants the City permission to review any and all payroll books and records and any company documents pertaining to the benefits offered to employees to assure your compliance with the LWO during the term of the contract.

Please direct any questions to:

City of Santa Monica Finance Department
Attention: Living Wage Compliance Section
1685 Main Street, Mail Stop 09
Santa Monica, CA 90401

You can also contact staff regarding living wage ordinance questions by e-mail at finance.mailbox@smgov.net or by phone 310-458-8281.

- [FY25-26 Living Wage Certifi...](#)

*Response required

5.3.5 Certificate of Compliance*

Please upload your completed Certificate of Compliance document here.

- [Certification of Compliance...](#)

*Response required

5.3.6 Non-Discrimination Policy, Debarment Certification & Non-Collusion Declaration*

Please download the below documents, complete, and upload.

- [Proposal Forms \(10\).pdf](#)

*Response required

5.3.7 Levine Act Disclosure Form*

Please download the below documents, complete, and upload.

- [Levine Act Disclosure Form.pdf](#)
- [Disclosure Form cover memo.pdf](#)

*Response required

5.4 Minimum Vendor Requirements

5.4.1 Does the vendor have a minimum of 5 years of experience in providing real-time predictions and operational analytics to comparable transit agencies in North America?*

Answer Yes or No. If yes, provide a list of previous agencies served.

Maximum response length: 5000 characters



*Response required

5.4.2 Does the vendor have a minimum of two years of compatibility with a Clever Devices CAD/AVL system?*

Answer Yes or No. If yes, provide a list of previous agencies served.

Maximum response length: 5000 characters

*Response required

5.5 Solution Overview

5.5.1 Does your solution implement a variety of user-friendly interfaces concerning real-time individual bus locations and predicted arrival times for end users including customers as well as staff throughout the organization via voice response, text, social media, automated signs at bus stops, and other digital channels?*

☐ Yes

☐ No

*Response required

5.5.2 Does your solution ensure that customers are kept informed with a feature or stand-alone solution that will automatically push out service alerts concerning closures, delays, events, detours, etc., via email, voice response, text, social media, automated signs at bus stops, and other digital channels?*

☐ Yes

☐ No

*Response required

5.5.3 Does your solution ensure that customers are kept informed with a feature or stand-alone solution that will automatically push out service alerts concerning closures, delays, events, detours, etc., via email, voice response, text, social media, automated signs at bus stops, and other digital channels?*

☐ Yes

☐ No

*Response required

5.5.4 Comments to questions in section 2.2

If you have any comments to questions in this section, identify the question number and include your comment. This is not a requirement.

Maximum response length: 5000 characters



5.6 General Technical Requirements

5.6.1 Can the service be hosted by the Contractor such that no system software needs to be maintained by the City?*

☐ Yes

☐ No

*Response required

5.6.2 Can the service accept General Transit Feed Specification (GTFS) and consume BBB's data feed automatically and daily if changes have occurred?*

☐ Yes

☐ No

*Response required

5.6.3 Can real-time data be made available in GTFS-real-time (GTFS-rt) format (syncd with the BBB's GTFS data)?*

☐ Yes

☐ No

*Response required

5.6.4 Is the system capable of ingesting static bus route and stop arrival schedule data in order to generate customer-friendly route maps and to inform the public in the event that location data is not available, e.g., during an outage or when service has been disrupted?*

☐ Yes

☐ No

*Response required

5.6.5 Is real-time data also available in a human readable format such as JSON as well as other formats such as xml, txt, geojson, kml, and zip?*

☐ Yes

☐ No

*Response required

5.6.6 Does the solution include publicly accessible API(s) that allow(s) third party web and mobile application developers to use the real-time transit data and ensure(s) consistency of predictions across multiple platforms, regardless of the app used?*

☐ Yes

☐ No



*Response required

5.6.7 Can you provide references/links to public APIs for existing customers that work on an open API specification, e.g., OneBusAway?*

- ☐ Yes
☐ No

*Response required

5.6.8 Does the system function in any standard web browser, using any third-party smartphone application (app) that helps customers plan their transit trips (e.g., Transit, Google, and others), via SMS, and through interactive voice response (IVR)?*

- ☐ Yes
☐ No

*Response required

5.6.9 Does the system display maps of “live” bus locations of all buses that can be viewed online by customers who visit BBB’s website and/or the proposer’s website, if available?*

- ☐ Yes
☐ No

*Response required

5.6.10 Do map views include standard map display features (zoom in/out, panning, etc.)?*

- ☐ Yes
☐ No

*Response required

5.6.11 Do map views have an automatic refresh feature?*

- ☐ Yes
☐ No

*Response required

5.6.12 Does the geo-spatial object management portion of the system provide capabilities to trace routes and place stops and landmarks on the map for the general public to see?*

- ☐ Yes
☐ No

*Response required



5.6.13 Does the vehicle icon on the map display for the public clearly indicate Name of Route, Route Direction, and Location?*

☐ Yes

☐ No

*Response required

5.6.14 Does the bus stop icon on the map display for the public clearly indicate Name of Bus Stop, Bus Stop ID #, Routes the bus stop serves, and the time the next two buses will be arriving at the bus stop?*

☐ Yes

☐ No

*Response required

5.6.15 Do users have the ability to select only routes that are of interest to them individually?*

☐ Yes

☐ No

*Response required

5.6.16 Does the system have the ability to remember routes for users?*

☐ Yes

☐ No

*Response required

5.6.17 Does the system provide arrival predictions at stop level to give riders more detail about anticipated vehicle arrival times?*

☐ Yes

☐ No

*Response required

5.6.18 Will the vendor design a banner that uses customer-supplied logos/graphics?*

☐ Yes

☐ No

*Response required

5.6.19 Does the system differentiate estimated time of arrival for inbound and outbound stops along a particular fixed route? *

☐ Yes

☐ No

*Response required



5.6.20 Does the system continuously update the web page (whenever a new estimated time of arrival (ETA) is determined?*

☐ Yes

☐ No

*Response required

5.6.21 Does the system display route schedule and bus stop location that can be viewed online by customers who visit BBB's website and/or the proposer's website, if available?*

☐ Yes

☐ No

*Response required

5.6.22 Optional: Can the vendor provide its own customized or commercial off-the-shelf (COTS) application (app) that can be downloaded to iOS or Android smart devices by customers?*

☐ Yes

☐ No

*Response required

5.6.23 Optional: If app is available, can the app provide interface that shows steady vehicle movement without reloading on internet-enabled mobile phones?*

☐ Yes

☐ No

*Response required

5.6.24 Optional: If app is available, for phones with GPS capability enabled, can the app provide geolocation features to allow riders to identify location on maps?*

☐ Yes

☐ No

*Response required

5.6.25 Optional: If app is available, can the system provide free-to-download native iPhone and native Android applications?*

☐ Yes

☐ No

*Response required

5.6.26 Are customers able to access real-time transit information via SMS and IVR?*

☐ Yes



☐ No

*Response required

5.6.27 If SMS and IVR are available, please provide details of how SMS and IVR are accessed in the "Comments" column.*

☐ Yes

☐ No

*Response required

5.6.28 If you have any comments to questions in this section, identify the question number and include your comment. This is not a requirement.

Maximum response length: 5000 characters

5.6.29 If you have any comments to questions in this section, identify the question number and include your comment. This is not a requirement.

Maximum response length: 5000 characters

5.7 (Optional) Website support for BBB customers.

5.7.1 Does the vendor provide and host a responsive mobile-friendly website that is compatible with all major operating systems and web browsers for customers to use to obtain real-time bus arrival, schedule adherence, and/or trip planning information, with any content or applications shared with BBB compatible with the City's web site platform?*

☐ Yes

☐ No

*Response required

5.7.2 Does the website include clear instructions for users on how to use the app and navigate the site, as well as answers to frequently asked questions (FAQs)?*

☐ Yes

☐ No

*Response required

5.7.3 Does the website allow customers to access (BBB's and/or the proposer's, as specified in the contract) customer support via email, phone, live chat, or other means of communication?*

☐ Yes

☐ No



*Response required

5.7.4 Does the website comply with applicable Americans with Disability Act (ADA) provisions as well as Sections 504 and 508 of the Rehabilitation Act of 1973?*

☐ Yes

☐ No

*Response required

5.7.5 In addition to providing and hosting their own web site for customers to access, can the vendor provide content to BBB to be embedded on one or more of BBB's web pages that customers can access to obtain schedule data and maps, real-time bus arrival, schedule adherence, and/or trip planning information?*

☐ Yes

☐ No

*Response required

5.7.6 If you have any comments to questions in this section, identify the question number and include your comment. This is not a requirement.

Maximum response length: 5000 characters

5.8 Solution for Customer Information Alerts

5.8.1 Does the solution seamlessly integrate with other BBB systems such as the CAD/AVL or other systems to automatically generate alerts using the GTFS-alert specification in the event of service disruptions such as detours, cancelled service, bus stop closures, construction or event impacts, or ad-hoc bus trips along a specified route? *

☐ Yes

☐ No

*Response required

5.8.2 Does the solution automatically or with minimal intervention publish a variety of service alerts via email and SMS to those who have opted in, as well as social media, RSS, and APIs directly to third-party applications without the disruption details being entered more than once by staff?*

☐ Yes

☐ No

*Response required



5.8.3 Is the alerts system hosted by the Contractor such that no system software needs to be maintained by the City?*

☐ Yes

☐ No

*Response required

5.8.4 Does the alerts system consume BBB's data feed automatically?*

☐ Yes

☐ No

*Response required

5.8.5 Is the alerts system able to generate alerts for a variety of specific events such as service outages and detours?*

☐ Yes

☐ No

*Response required

5.8.6 Does the alerts solution include a public API that allows third party web and mobile application developers to use the data to ensure consistency of alert content across multiple platforms, regardless of the app used?*

☐ Yes

☐ No

*Response required

5.8.7 Does the proposed alerts solution function in any standard web browser?*

☐ Yes

☐ No

*Response required

5.8.8 Will alerts be available via API to BBB's network of real-time arrival information signs at bus stops and shelters?*

☐ Yes

☐ No

*Response required

5.8.9 Will alerts be available via API to the infotainment screens onboard BBB service vehicles if applicable to routes or stops served by those vehicles?*

☐ Yes

☐ No

*Response required



5.8.10 Will alerts be available via API to any other network of e-paper, kiosks, or screens capable of displaying alerts that BBB may deploy in future?*

☐ Yes

☐ No

*Response required

5.8.11 If you have any comments to questions in this section, identify the question number and include your comment. This is not a requirement.

Maximum response length: 5000 characters

5.9 General Requirements Applicable to All System Modules

5.9.1 Is the system turnkey?*

☐ Yes

☐ No

*Response required

5.9.2 Briefly describe the go-live strategy and average release timelines in the "comments" column.*

Maximum response length: 5000 characters

*Response required

5.9.3 Is the solution Software as a Service (SaaS) fully hosted on a cloud-based web platform?*

☐ Yes

☐ No

*Response required

5.9.4 Does the solution offer unlimited data storage?*

☐ Yes

☐ No

*Response required

5.9.5 Does the solution offer continuous software updates for the duration of the license/contract?*

☐ Yes

☐ No

*Response required



5.9.6 Will all data provided by the City and the Contract Work Product (as defined in the Software as a Service template) remain the property of the City?*

☐ Yes

☐ No

*Response required

5.10 User Experience and Reliability of System

5.10.1 Are all components of the system based on the latest available technology?*

☐ Yes

☐ No

*Response required

5.10.2 If you have any comments to questions in this section, identify the question number and include your comment. This is not a requirement.

Maximum response length: 5000 characters

5.10.3 Are all components of the real-time information, alerting, and/or business analytics system(s) compliant with the Americans with Disabilities Act (ADA), as well as Sections 504 and 508 of the Rehabilitation Act of 1973?*

☐ Yes

☐ No

*Response required

5.10.4 Do all Graphic User Interfaces and public communications within or concerning the system meet the BBB brand guide (e.g., logos, color scheme, fonts, etc.), and no interface or communication will be released without approval of BBB staff?*

☐ Yes

☐ No

*Response required

5.10.5 Is the look and feel of Graphic User Interfaces intuitive and appealing to a broad audience, including users of all ages?*

☐ Yes

☐ No

*Response required



5.10.6 Does the system, including all components, data, and user app, operate reliably with no degraded performance, slow speed, or loss of functionality with at least a 99.99% rate of system availability and system accuracy on a weekly basis, excluding periods of scheduled maintenance, which, to the degree possible, shall be restricted to hours when BBB buses are not in service?*

☐ Yes

☐ No

*Response required

5.10.7 If you have any comments to questions in this section, identify the question number and include your comment. This is not a requirement.

Maximum response length: 5000 characters

5.11 Customer Service Support of System

5.11.1 Does the vendor provide a dedicated Account Manager and ongoing technical/administrative support for BBB?*

☐ Yes

☐ No

*Response required

5.11.2 Does the vendor provide other ongoing support to include live chats with customer service representatives when the designated representative is unavailable by telephone and other communication channels such as email?*

☐ Yes

☐ No

*Response required

5.11.3 Can the vendor begin deployment and testing within 30-60 days after Notice to Proceed?*

☐ Yes

☐ No

*Response required

5.11.4 Does the vendor provide data system launch and support to begin start-up?*

☐ Yes

☐ No

*Response required



5.11.5 Will the City be provided with up to two business days of onsite train-the-trainer training for operations, community engagement, customer service, and other staff as applicable, before system launch? *

☐ Yes

☐ No

*Response required

5.11.6 Will further training be provided as significant updates affecting procedures or workflows are released?*

☐ Yes

☐ No

*Response required

5.11.7 Will live user support be provided (preferably onsite) during launch of the system?*

☐ Yes

☐ No

*Response required

5.11.8 Does the solution include system health monitoring with automatic distribution of SMS and/or email notifications to a select group of BBB staff during system outages more than 30 minutes in length to enable BBB to provide proactive customer notifications?*

☐ Yes

☐ No

*Response required

5.11.9 Upon resolution of an outage, does the vendor provide the same select group of BBB users with an email notification that the outage has been resolved, including root cause and remedy?*

☐ Yes

☐ No

*Response required



5.11.10 Can the vendor respond to any service issues or requests submitted by BBB and seek to resolve and close any issues relative to their urgency and/or impact within the time frames described below?*

Level "A" Priority refers to a System error that renders the System inoperable. Can SaaS provider assign resources within 30 minutes and continue to work on the problem until the problem is resolved with an average resolution time of less than three (3) hours?

Level "B" Priority refers to the detection of a System error that seriously impairs System operations but does not render the System inoperable. Can the SaaS Provider assign resources within two (2) hours and continue to work on the problem until the problem is resolved with an average resolution time of less than 24 hours?

Level "C" Priority refers to a minor problem, but of sufficient severity to warrant correction before the next scheduled Upgrade or Update. Can SaaS Provider assign resources sufficient to resolve the problem within no more than thirty (30) days?

Level "D" Priority refers to any other minor problems that do not severely affect the operation of the System. Can SaaS Provider incorporate corrections into the next scheduled Upgrade or Update?

☐ Yes

☐ No

*Response required

5.11.11 Does BBB have the ability within the application to escalate technical, service, or functionality issues to the proposer for review and resolution?*

☐ Yes

☐ No

*Response required



5.11.12 Does the application provide BBB staff the ability to report issues and submit comments and feedback for system improvement?*

☐ Yes

☐ No

*Response required

5.11.13 Will the application remain operational under any new operational system or other third-party software (including, but not limited to, security/firewall software) released at the City / BBB during the term of the contract?*

☐ Yes

☐ No

*Response required

5.12 System Administration and Reporting

Are all system reports exportable to standard, non-proprietary formats such as PDF (Portable Document Format), MS Excel, or comma-separated value (.csv) file?

5.12.1 If you have any comments to questions in this section, identify the question number and include your comment. This is not a requirement.

Maximum response length: 5000 characters

5.12.2 Are all system reports exportable to standard, non-proprietary formats such as PDF (Portable Document Format), MS Excel, or comma-separated value (.csv) file?*

☐ Yes

☐ No

*Response required

5.12.3 Can the vendor develop additional custom reports or views following system implementation and/or an interface to allow BBB to build custom reports in a user-friendly manner?*

☐ Yes

☐ No

*Response required

5.12.4 If you have any comments to questions in this section, identify the question number and include your comment. This is not a requirement.

Maximum response length: 5000 characters



5.13 Security and Confidentiality of Data (Supplemental to Security Requirements Discussed in Technical Requirements Section)

5.13.1 Does the system design ensure that all data is safeguarded from unauthorized access or use and programs are protected from virus, malware, and cyber-attacks?*

☐ Yes

☐ No

*Response required

5.13.2 Do all elements of the system comply with the City of Santa Monica's privacy policy?*

☐ Yes

☐ No

*Response required

5.13.3 Does the vendor provide a plan as part of the proposal for monitoring, controlling, and updating security and encryption (if/where applicable) tools on an ongoing basis? If yes, please provide a summary of the plan in the "Comments" column.*

☐ Yes

☐ No

*Response required

5.13.4 Is the system fully compliant with latest industry security and (if applicable) encryption standards? If yes, please provide details in the "Comments" column.*

☐ Yes

☐ No

*Response required

5.13.5 Can the system be incorporated into the City's disaster recovery plan by being capable of meeting BBB's expected availability and recovery times?*

☐ Yes

☐ No

*Response required



5.13.6 Please respond as to whether the system can maintain the following standards of confidentiality:*

Is all Confidential and Protected Information, as defined in the attached Software as a Service Agreement, exempt from disclosure to the public or other unauthorized persons under state and federal statutes?

Is all Confidential Information kept confidential and protected from disclosure to any persons other than employees, agents, officers or representatives of such Party who have a need to know?

Is all Confidential Information held in the strictest of confidence and not disclosed, disseminated or revealed to any other third party without the prior written permission of an authorized representative of the SaaS Provider, the Director of the City's Department of Transportation, and the City Attorney?

☐ Yes

☐ No

*Response required

5.13.7 If you have any comments to questions in this section, identify the question number and include your comment. This is not a requirement.

Maximum response length: 5000 characters

5.14 Project Management

5.14.1 Will the vendor establish a Project Management Team to manage and perform all functions and activities, including: *

Overall project management?

Project timeline and milestones?

Resource allocation?

System/software development, operations, and upgrades (if applicable)?

Ongoing project quality review?

Contract administration interface with BBB?

Performance reporting?



Risk assessment?

Issue tracking and resolution benchmarks?

Maximum response length: 5000 characters

*Response required

5.14.2 Will the vendor provide a Project Management Plan, including:*

A description of the management organization of the project including organization chart, identification of key personnel assigned to it with their responsibilities and relationships?

A detailed project schedule that will allow BBB to monitor progress effectively?
--

A full description of project management controls on progress, performance, quality, costs, schedule, and risks?
--

A schedule of communications including frequency of activity and status reports, reporting method, and individuals responsible for each communication?
--

Maximum response length: 5000 characters

*Response required

5.14.3 If you have any comments to questions in this section, identify the question number and include your comment. This is not a requirement.

Maximum response length: 5000 characters

5.15 Quality Assurance and Quality Control

5.15.1 Can the vendor provide detailed descriptions of quality processes employed to assure that the quality of the system (including all software, materials, functionality, operation, and customer service response) are of a level that meets or exceeds the design goals, performance, and reliability requirements stated herein? If yes, please provide a brief summary of the vendor's quality assurance program in the "Comments" column.

Maximum response length: 200 characters



5.15.2 Please list benchmarks against which the quality-of-service delivery can be measured, to include a system reliability (uptime) benchmark of no less than 99.99%.*

Maximum response length: 5000 characters

*Response required

5.15.3 Please briefly describe actions taken to prevent, detect, notify BBB of any systemic problems and the process to alleviate future systematic problems.*

Maximum response length: 5000 characters

*Response required

5.15.4 Please briefly describe actions taken to avoid and eliminate potential security breaches.*

Maximum response length: 5000 characters

*Response required

5.15.5 Implementation Plan*

Does the vendor have experience with providing an implementation plan with the following components:

Detailed milestones and schedule for development, marketing, training, launch, and acceptance? Please provide details in the "Comments" column.

A detailed interface (narrative and schematic) to internal and external (if applicable) systems? Please provide details in the "Comments" column.

Details of the implementation support required of BBB? Please provide details in the "Comments" column.

A communication plan for launch of customer-facing features and upgrades? Please provide details in the "Comments" column.

Maximum response length: 5000 characters

*Response required



5.16 System Implementation and Integration

5.16.1 Upon contract execution, will the vendor identify a dedicated project manager to serve as primary point-of-contact and develop a detailed plan for completing the implementation process? *

☐ Yes

☐ No

*Response required

5.16.2 Please confirm that the implementation will be submitted to BBB for approval prior to proceeding.*

☐ Yes

☐ No

*Response required

5.16.3 Please confirm that as part of the discovery process, the vendor will submit a gap analysis report and a data conversion plan for moving existing real-time predictions and operational analytics data into the system. *

☐ Yes

☐ No

*Response required

5.16.4 Please confirm that the implementation plan will include a ninety-day testing period in which the new system shall run in parallel with the existing system.*

☐ Yes

☐ No

*Response required

5.16.5 Please confirm that a plan for providing training on the new software for BBB personnel as well as videos and other training materials to be used for refresher and new employee training in the future. *

☐ Yes

☐ No

*Response required

5.16.6 Please confirm that upon implementation completion, the vendor shall deliver full system documentation, including configuration records and a complete data dictionary.*

☐ Yes

☐ No



*Response required

5.16.7 If you have any comments to questions in this section, identify the question number and include your comment. This is not a requirement.

Maximum response length: 5000 characters

5.17 Measure of Success

5.17.1 Does the system provide real-time bus arrival predictions and schedule data that are transparent and improve customer experience by measurably improving prediction accuracy across all communication channels? Please provide examples referencing past implementations.*

Answer Yes or No. If yes, provide examples referencing past implementations.

Maximum response length: 5000 characters

*Response required

5.17.2 Does the system consistently and measurably provide accurate, reliable schedule data and real-time bus arrival predictions to customers using electronic devices to access third-party and/or the proposer's own app, if available? *

Answer Yes or No. If yes, provide examples referencing past implementations.

Maximum response length: 5000 characters

*Response required

5.17.3 Does the system consistently and measurably provide active, reliable arrival prediction data to BBB's network of real-time signs? *

Answer Yes or No. If yes, provide examples referencing past implementations.

Maximum response length: 5000 characters

*Response required

5.17.4 Does the system effectively and reliably provide predictions to customers using SMS and IVR to request the data? *

Answer Yes or No. If yes, provide examples referencing past implementations.

Maximum response length: 5000 characters

*Response required



5.18 Customer Alerts Metrics

5.18.1 Does the system consistently and measurably generate service updates and alerts automatically or with minimal user intervention (no more than one input) across a variety of communication channels including email, web, SMS, and social media? *

Answer Yes or No. If yes, provide examples referencing past implementations.

Maximum response length: 5000 characters

*Response required

5.18.2 Does the system consistently and measurably provide accurate, timely service alerts via API to third-party applications such as Transit, Moovit, Google Maps, and others? *

Answer Yes or No. If yes, provide examples referencing past implementations.

Maximum response length: 5000 characters

*Response required

5.18.3 Does the system consistently and measurably provide accurate reliable alert data to BBB's network of real-time signs?*

Answer Yes or No. If yes, provide examples referencing past implementations.

Maximum response length: 5000 characters

*Response required

5.19 Project Delivery Metrics

5.19.1 Schedule: Is the vendor confident that the project can be completed on schedule, based on such elements as milestone achievement and earned value analysis?*

Answer Yes or No. If yes, provide examples referencing past implementations.

Maximum response length: 5000 characters

*Response required

5.19.2 Quality: Is the vendor confident that the project will meet quality metrics based on defect burn down rates and customer satisfaction? *

Answer Yes or No. If yes, provide examples referencing past implementations.

Maximum response length: 5000 characters

*Response required



5.19.3 Budget: Is the vendor confident that the project can be delivered within the budget? *

Answer Yes or No. If yes, provide examples referencing past implementations.

Maximum response length: 5000 characters

*Response required

5.20 System Performance Metrics

5.20.1 Please confirm the real-time information app will track any failures in functionality in all phases and features and report these for root cause analysis and permanent eradication of the issue via update or other means. *

Maximum response length: 5000 characters

*Response required

5.20.2 Please confirm that all components, data, and user app, shall operate reliably with no degraded performance, slow speed, or loss of functionality with at least a 99.99% rate of system availability and system accuracy on a weekly basis.*

Maximum response length: 5000 characters

*Response required

5.20.3 Please confirm that timely responses and resolutions to all support-related inquiries shall be provided within the service level agreement standards listed in this RFP.*

Maximum response length: 5000 characters

*Response required

5.20.4 Please confirm that the real-time information app will provide data for total cost of ownership (TCO) analysis.*

Maximum response length: 5000 characters

*Response required

6 Evaluation Criteria

Should the City decide to conduct demonstrations, there will be a second evaluation phase.

1. Phase One Short Listing

a) The first phase will identify the top three (3) preliminary scoring proposals to be short listed.

2. Phase Two Oral Presentation/Demonstration

a) Short listed vendors will be invited (not limited to): on-site interviews, demonstration testing, and evaluation of performance.

b) The same evaluation criteria shall be used for each phase; however, scoring is not cumulative from the first phase to the second (i.e., an independent score will be developed in the second phase for Proposers using the same evaluation criteria).

c) Such presentations and/or demonstrations will be conducted either virtually or at a facility within the City of Santa Monica.

d) Proposers are responsible for all travel expenses incurred. The City reserves the right to award a contract without Proposer presentations.

No.	Evaluation Criteria	Scoring Method	Weight (Points)
1.	Value Add / Breadth of Service Up to 25 points may be awarded based on the contractor's ability to provide insight and information, industry best practices and the ability to effectively communicate information to management and provide technical training or resources. Evaluation will be based on responses to the sections of the SOW/Requirements User Experience and Reliability of System, Customer Service Support of System, and Measures of Success.	Points Based	25 (25% of Total)
2.	Quality Control Up to 15 points may be awarded based on whether the distinctive goals established for each component are met as described in the sections of the SOW/Requirements QA and QC and Measures of Success.	Points Based	15 (15% of Total)
3.	Experience / Technical Competence Up to 30 points may be awarded based on evaluation of the proposer's knowledge and prior experience. Evaluation will be based on responses to SOW/Requirements sections of this RFP: General Technical Requirements, (Optional) Website Support for BBB Customers, Solution for Customer Information Alerts, General Requirements Applicable to All Modules, User Experience and Reliability of System, Customer Service Support of System, System Administration and Reporting, and Security and Confidentiality of Data.	N/A	N/A



4.	Cost Up to 15 points may be awarded for the lowest price or best value, annualized fixed or variable fees listed separately for each milestone or contract term as described in the SOW Requirements section Cost Proposal. The contractor's overall cost proposal for the project should reflect cost effective work and services.	Points Based	15 (15% of Total)
5.	Stability / References Up to 5 points may be awarded upon an evaluation of proposer's work for similar engagement based on references provided and responses to the following sections of the SOW/Requirements section of this RFP: Minimum Vendor requirements.	Points Based	5 (5% of Total)
6.	Ability to Meet Work Plan / Timelines Up to 10 points may be awarded based on the contractor's ability to perform the work within the desired time frame. Evaluation will be based on responses to the following sections of the SOW/Requirements sections of this RFP: Project Management, Implementation Plan, and System Implementation and Integration.	Points Based	10 (10% of Total)

7 Award Process

7.1 Selection

The City of Santa Monica, through either the City Council or the City Manager (or his designee) has the sole authority to select the consulting firm and reserves the right to reject any and all proposals. The City reserves the right to approve or reject all sub-consultants and engineers proposed to be retained by the prime consultant. Upon signing of the agreement, no change in proposed personnel or sub-consultants can be made without the City's review and written authorization.

By submitting a response to this RFP, prospective consultants waive the right to protest after award or seek any legal remedies whatsoever regarding any aspect of this RFP. The City reserves the right to select any number of finalists. In addition, the City reserves the right to issue written notice to all prospective consultants of any changes in the RFP terms or proposal submission schedule, should the City determine in its sole and absolute discretion that such changes are necessary.

The City reserves the right to request additional information from any proposing consultant and to reject any and all proposals. All original work products, including computer files, shall remain the property of the City.

The City reserves the right to retain an expert to evaluate the proposing consultant's



work or qualifications at all stages in the selection process. Additionally, any contract entered into will be subject to termination at any stage if in the judgment of the City, such termination is in the best interest of the City. In the event such decision is made, appropriate written notice would be given before any termination and the consultant would be compensated on a pro-rata basis for work performed.

The responsible proposer whose proposal is the most advantageous to the City, taking to consideration all the evaluation factors will be recommended for the contract award. Notwithstanding the Evaluation Team's selection, the City reserves the right to award this RFP and the resultant Contract in any manner it deems to be in the best interest of the City and make the selection based on its sole discretion. The City is the sole and exclusive judge of quality and compliance with proposal specifications in any of the matters pertaining to this RFP.

7.2 Contract Award and Execution

Selection of a proposer with whom the City enters into contract negotiations with, or a recommendation of an award by the Evaluation Committee or any other party, does not constitute an award of Contract. Once the City formally awards the contract, the successful consultant will be notified to enter into an agreement. If the selected consultant does not enter into the agreement, the City will begin negotiations with the second highest ranking proposing consultant.

Please review all contract forms prior to submitting a proposal. The City of Santa Monica intends to use these forms as the baseline agreements with the successful consultant. The City will not entertain proposals to make material changes to the contract form once the project has been awarded. If you wish to request changes to the contracting forms, you must do so during the proposal process. In addition, the City requires compliance with several other policies and ordinances, proposing consultants will need to complete these Exhibits and submit with their Proposal.

The RFP document and the successful proposal response, as amended by agreement between the City of Santa Monica and the successful consultant, will become part of the contract documents. Additionally, the City of Santa Monica may verify the successful consultant's representations that appear in the proposal. Failure of the successful consultant to perform as represented may result in elimination of the successful consultant from further negotiation or in contract cancellation or termination.

No oral explanation or instruction of any kind or nature whatsoever given before the award of a contract to a consultant shall be binding. The City of Santa Monica shall not be bound, or in any way obligated, until the City has awarded the contract and all documents have been executed. The proposing consultant may not incur any chargeable costs prior to final contract execution.



8 Terms & Conditions

8.1 Best Qualified Person Or Firm

The award, if any, will be made to the best qualified person or firm(s). In evaluating whether a proposer(s) is (are) the best qualified person or firm(s) pursuant to the Santa Monica Municipal Code, City staff may utilize some or all of the following criteria:

- A. The training, credentials and experience of the person or firm;
- B. The demonstrated competence, ability, capacity and skill of the person or firm to perform the contract or provide the services;
- C. The capacity of the person or firm to perform the contract or provide the service promptly, within the time specified, and without delay;
- D. The sufficiency of the person's or firm's financial and other resources;
- E. The character, integrity, reputation and judgment of the person or firm;
- F. The ability of the person or firm to provide such future service as may be needed;
- G. The price which the person or firm proposes to charge, including whether the price is fair, reasonable and competitive; and
- H. Any other factor which will further the intent set forth in Section 608 of the City Charter.

The City shall have absolute discretion in determining the applicability and weight or relative weight of some or all of the criteria listed above and is not required to select the lowest monetary proposer.

8.2 Prevailing Wage

Proposers are hereby notified that pursuant to provisions of Section 1770, et seq., of the Labor Code of the State of California, the Contractor shall pay its employees the general prevailing rate of wages as determined by the Director of Department of Industrial Relations. In addition, the Contractor shall be responsible for compliance with the requirements of Section 1777.5 of the California Labor Code relating to apprentice public works contracts.

No consultant or sub-consultant may be listed on a bid proposal for a public works project (submitted on or after March 1, 2015) unless registered with the Department of Industrial Relations pursuant to Labor Code section 1725.5 [with limited exceptions from this requirement for bid purposes only under Labor Code section 1771.1(a)].

No consultant or sub-consultant may be awarded a contract for public work on a public works project (awarded on or after April 1, 2015) unless registered with the Department of Industrial Relations pursuant to Labor Code section 1725.5.



This project is subject to compliance monitoring and enforcement by the Department of Industrial Relations.

8.3 Receiving Time / Late Proposals

It is the responsibility of proposer to see that their proposal is submitted with sufficient time to be received by the City prior to the proposal closing time. The receiving time in the City Office will be the governing time for acceptability of proposals.

Late proposals are not accepted.

8.4 Acceptance of Conditions Governing this RFP

Submission of a proposal constitutes acceptance of the Evaluation Factors contained in this RFP.

8.5 Incurring Cost

Any cost incurred by the proposer in preparation, transmittal, presentation of any proposal or material submitted in response to this RFP shall be borne solely by the proposer.

8.6 Prime Consultant Responsibility

Any agreement that may result from the RFP shall specify that the prime consultant is solely responsible for fulfillment of the agreement with the City. The City will make agreement payments only to the prime consultant.

8.7 Sub-consultants

Use of sub-consultants must be clearly explained in the proposal, and major sub-consultants must be identified by name. Prime consultants shall be wholly responsible for the entire performance whether or not sub-consultants are used.

8.8 Amended Proposals

A proposer may submit an amended proposal before the deadline for receipt of proposals. Such amended proposals must be complete replacements for a previously submitted proposal and must be clearly identified as such in the transmittal letter. City personnel will not merge, collate, or assemble proposal materials.

8.9 Proposer's Rights to Withdraw Proposal

Proposers will be allowed to withdraw their proposals at any time prior to the deadline for receipt of proposals. The proposer must submit a written withdrawal request signed by the proposer's duly authorized representative addressed to the City Contact.



8.10 Proposal Offer Firm

Responses to this RFP, including proposal prices, will be considered firm for one hundred eighty (180) days after the due date for receipt of proposals or sixty (60) days after receipt of a best and final offer, if one is requested.

8.11 Best and Final Offer

The City reserves the right to request Best and Final Offers from any or all proposers. This will be the only opportunity to amend or modify proposals based on feedback from the City. Information from competing proposals will not be disclosed to other proposers prior to submission of a Best and Final Offer.

8.12 Disclosure of Proposal Contents

All proposals are subject to the provisions of the California Public Records Act, California Government Code section 6250 et seq., and any information submitted with a response is a public record subject to disclosure, unless a specific exemption applies.

8.13 Notice Regarding Disclosure of Contents of Documents

All responses to this Request for Proposal (RFP) accepted by the City of Santa Monica (City) shall become the exclusive property of the City. All proposals accepted by the City shall become a matter of public record and shall be regarded as public, with the exception of those elements of each proposal which are defined by the contractor as business or trade secrets and plainly marked as "Trade Secret", "Confidential" or "Proprietary". Each element of a proposal which a contractor desires not to be considered a public record must be clearly marked as set forth above, and any blanket statement (i.e. regarding entire pages, documents or other non-specific designations) shall not be sufficient and shall not bind the City in any way whatsoever. If disclosure is required or permitted under the California Public Records Act, or otherwise by law, the City shall not in any way be liable or responsible for the disclosure of any such records or part thereof.

8.14 No Obligation

This RFP in no manner obligates the City to the eventual rental, lease, purchase, etc., of any goods or services offered until a valid written agreement is executed by the City and the selected proposer.

8.15 Termination

This RFP may be canceled at any time and any and all proposals may be rejected in whole or in part when the City determines such action to be in the best interest of the City of Santa Monica.



8.16 Sufficient Appropriation

Any agreement awarded for multiple years as a result of this RFP may be terminated if sufficient appropriations or authorizations do not exist. Such termination will be effected by sending written notice to the selected proposer. The City's decision as to whether sufficient appropriations and authorizations are available will be accepted by the selected proposer as final.

8.17 Errors and Restrictive Specifications

If a proposer discovers any ambiguity, conflict, discrepancy, omission, or other error in the RFP, the proposer should immediately notify the City Contact designated in Section I, B. Without disclosing the source of the request, the City may issue a written addendum to clarify the ambiguity, or to correct the problem, omission, or other error.

If prior to the submission date, a proposer knows of or should have known of an error in the RFP but fails to notify the City Contact of the error, the proposer shall submit their proposal at his, her or its own risk, and, if awarded an agreement, shall not be entitled to additional compensation or time by reason of error or its later correction.

8.18 Legal Review

The City requires that all proposers agree to be bound by the General Requirements contained in this RFP.

8.19 Governing Law

This RFP, and any agreement entered into pursuant to this RFP, are governed by the laws of the State of California.

8.20 Oral Changes and Basis for Proposal

Proposers may not rely upon oral explanations. All changes and addenda will be issued in writing. Only information supplied by the City in writing through the City's Contact, or in this RFP should be used as the basis for the preparation of proposals.

8.21 Agreement Terms and Conditions

The agreement between the City and the selected proposer(s) will follow the format specified by the City and contain the terms and conditions set forth in Attachment , Services Agreement. However, **the City reserves the right to negotiate with a successful proposer the final provisions or provisions in addition to those contained in this RFP.** The contents of this RFP, as revised and/or supplemented, and the successful proposal will be incorporated into and become part of the agreement.

Should a proposer object to any of the City's terms and conditions, as contained in this Section or in Attachment , that proposer must propose specific alternative language in his, her, or its proposal. Proposer must provide a brief discussion of the purpose and



impact, if any, of each proposed change followed by the specific proposed alternate wording. The City may or may not accept the alternative language. General references to the proposer's terms and conditions or attempts at complete substitutions are not acceptable to the City and may result in disqualification of the proposer.

8.22 Proposer's Terms and Conditions

Proposers must submit with the proposal a complete set of any additional terms and conditions that they expect to have included in an agreement negotiated with the City.

8.23 Proposer Qualifications

The City may make such investigations as necessary to determine the ability of the proposer to adhere to the requirements specified within this RFP.

8.24 Right to Waive Minor Irregularities

The City reserves the right to waive minor irregularities and the right to waive mandatory requirements, provided that all of the otherwise responsive proposals fail to meet the same mandatory requirements and/or doing so does not otherwise materially affect the procurement. This right is at the sole discretion of the City.

8.25 Change in Agreement or Representatives

The City reserves the right to require a change in the selected proposer or representatives if the assigned representatives are not, in the opinion of the City, meeting its needs adequately.

8.26 City Rights

The City reserves the right to award the proposal to separate proposers on any of the services as set forth in the proposer's proposal. It is further understood that if the proposer to whom any recommended award is made fails to enter into an agreement with the City, award may be made to the next best qualified person or firm, who shall be bound to perform as if she, he or it received the award in the first instance.

8.27 Right to Publish

Throughout the duration of this procurement process and agreement term, potential proposers, and proposers, must secure from the City written approval prior to the release of any information that pertains to the potential work or activities covered by this procurement or the subsequent agreement. Failure to adhere to this requirement may result in disqualification of the proposer or termination of the agreement.



8.28 Ownership of Proposals

All documents submitted in response to the RFP shall become the property of the City of Santa Monica and are subject to the provisions of the California Public Records Act, as described in Section II. A. 11. herein.

8.29 Agreement Award

Proposal will be evaluated by a committee comprised of City staff and may include outside consultants (the "Evaluation Committee"). The Evaluation Committee will make an award recommendation to City staff. City Council may give approval of the agreement and/or direct staff to negotiate the final terms and execute the agreement.

This agreement shall be awarded to the proposer or proposers whose proposal is best qualified, taking into consideration the evaluation factors set forth in the RFP. The most qualified proposal may or may not have received the most points or be the lowest cost proposal. Proposers will be notified when the award is being made or an award recommendation goes to the City Council for approval.

8.30 Protest Deadline

All parties wishing to file a protest shall comply with the procedures set forth in Santa Monica Municipal Code section 2.24.110 found [here](#). Proposer may file a written protest with the Purchasing Agent no more than seven calendar days following the posting of award recommendation on the City's online vendor portal website.

Protests received after the deadline will not be accepted.

8.31 Records and Audits

The Consultant shall maintain such detailed records as may be necessary to demonstrate its performance of the duties required by this Agreement, including the date, time and nature of services rendered. These records shall be maintained for a period of three years from the date of the final payment under this Agreement and shall be subject to inspection by City. The City shall have the right to audit any billings or examine any records maintained pursuant to this Agreement both before and after payment. Payment under this Agreement shall not foreclose the right of City to recover excessive and/or illegal payments.

8.32 Enforcement of Agreement/Waiver

A party's failure to require strict performance of any provision of this Agreement shall not waive or diminish that party's right thereafter to demand strict compliance with that or any other provision. No waiver by a party of any of its rights under this Agreement shall be effective unless expressed in writing and signed by the party alleged to have granted the waiver. A waiver by a party of any of its rights shall not be effective to waive any other rights.



8.33 Prevailing Wage, Apprentices, Penalties & Certified Payroll

In accordance with the provisions of Labor Code Section 1773.2, the Director of Industrial Relations has determined the general prevailing rates of wages and employer payments for health, welfare, vacation, pensions and similar purposes applicable, which is on file in the **State of California Office of Industrial Relations**. The contractor shall post a copy of these prevailing wage rates at the site of the project. It shall be mandatory upon the contractor to whom the contract is awarded and its subcontractors hired to pay not less than the said prevailing rates of wages to all workers employed by him in the execution of the contract as required under Articles 2 and 3, Division 2, Part 7, Chapter 1 of the Labor Code, State of California, including, but not limited to, Sections 1771, 1774 and 1815.

It is the duty of the contractor and subcontractors to employ registered apprentices and to comply with all aspects of Labor Code Section 1777.5.

There are penalties required for contractor's/subcontractor's failure to pay prevailing wages and for failure to employ apprentices, including forfeitures and debarment under Labor Code Sections 1775, 1776, 1777.1, 1777.7 and 1813.

Under Labor Code Section 1776, contractors and subcontractors are required to keep accurate payroll records. The prime contractor is responsible for submittal of their payrolls and those of their subcontractors as one package. Payroll records shall be certified and made available for inspection at all reasonable hours at the principal office of the contractor/subcontractor pursuant to Labor Code Section 1776.

The contractor, and any work performed under this CSA, shall, at all times comply and be in accordance with, and subject to the provisions of Articles 2 and 3, Division 2, Part 7, Chapter 1 of the Labor Code, State of California.

