



Adrienne J. Tissier, Chair
San Mateo County

Amy Rein Worth, Vice Chair
Cities of Contra Costa County

Tom Azumbrado
U.S. Department of Housing
and Urban Development

Tom Bates
Cities of Alameda County

David Campos
City and County of San Francisco

Dave Cortese
Santa Clara County

Bill Dodd
Napa County and Cities

Dorene M. Giacomini
U.S. Department of Transportation

Federal D. Glover
Contra Costa County

Mark Green
Association of Bay Area Governments

Scott Haggerty
Alameda County

Anne W. Halsted
San Francisco Bay Conservation
and Development Commission

Steve Kinsey
Marin County and Cities

Sam Liccardo
Cities of Santa Clara County

Jake Mackenzie
Sonoma County and Cities

Kevin Mullin
Cities of San Mateo County

Bijan Sartipi
State Business, Transportation
and Housing Agency

James P. Spering
Solano County and Cities

Scott Wiener
San Francisco Mayor's Appointee

Steve Heminger
Executive Director

Ann Flemer
Deputy Executive Director, Policy

Andrew B. Fremier
Deputy Executive Director, Operations

Traffic Advisory Mobile Device Application Request for Proposal Answers to Clarifying Questions

Q1: Which mobile platforms **MUST** be supported by the mobile app (iOS, Android ...)?

A1: See the Request for Proposal (RFP) Section VII. Minimum Requirements:

At the time of proposal, the app must be available on both iPhone and Android platforms.

Q2: What kind of business model does MTC have in mind for the mobile app?

A2: Proposers should explain/propose what the app's business model is/will be. See the RFP at Section VIII. Proposal Content, Subsection C, Preliminary Work Plan, item 4:

"Discuss how you will maintain the App's free delivery to MTC (e.g. maintenance of sponsorship relationships, App sales). If proposing a sponsored App, describe how your sponsor meets (or will meet) the 511 Advertising Content Guidelines provided in Appendix D, Proposal Advertising Content Guidelines.

Q3: Is a proposer allowed to present some kind of advertisement in the mobile app?

A3: Yes. See A2 above.

Q4: Would MTC manage and be responsible for the shown advertisements in the mobile app?

A4: No. See answer A2 above.

Q5: Is a provider allowed to sell the traffic advisory mobile device application in the corresponding app stores?

A5: Yes. Approach to work is one of the proposal evaluation factors and includes logic, risk and appropriateness of proposed approach to providing the App free of charge to MTC. See answer A2 above.

Q6: If yes, are there any limitations?

A6: See answer A2 above.

Q7: Could two apps be provided (one free light version (e.g. without alerting service) and one pro paid version (e.g. with alerting service)?)

A7: See the RFP at Section IV. Project Objectives and Description:

Per the RFP, MTC would only associate the 511 brand with the app that meets the RFP's objectives. One of the objectives is the alerting service.

Q8: Who will decide about the readiness for the launch, branding and the promotion of the mobile app?

A8: See the RFP at Section V. Scope of Work, Schedule and MTC Contribution:

Apps can be launched without 511 SF Bay branding regardless of this RFP and its outcomes. An evaluation panel made up of MTC staff will determine if there is a proposed app that satisfies the RFP's requirements and objectives. Upon selection, and according to the Scope of Work, MTC will brand and promote the selected app. The selected developer will work with the 511 Project Manager to brand the app in accordance with 511's Brand Guidelines. MTC must provide final approval of the readiness of the app according to the terms of the RFP (in terms of functionality, reliability, and branding) before it can be launched under the 511 SF Bay brand.

Q9: Will additional customizations/requirements/functionalities raised by MTC before/during/after the project phase and not included in the minimum scope be paid for?

A9: See the RFP, APPENDIX A-1 MTC CONTRIBUTION. Through this RFP, MTC intends to identify an existing software application for mobile devices that substantially provides the qualities that MTC desires to provide drivers with location-aware, real-time traffic advisories in the San Francisco Bay Area at no additional cost to MTC. If this cannot be found, MTC will not award a contract. At this point, MTC does not intend to seek additional customizations/requirements/functionalities other than what is listed in the RFP.

Q10: Which modes (e.g. car only) must be supported by the app?

A10: Please refer to the RFP. The purpose of this RFP is to identify an existing software application for mobile devices that substantially provides the qualities that MTC desires to provide drivers with location-aware, real-time traffic advisories. If a proposer feels that this purpose requires an app that supports multiple modes, a proposer could propose as such.

Q11: Which modes (e.g. park & ride, transit) should be supported by the app?

A11: Please refer to the objectives stated in the RFP. If a proposer feels that park & ride or transit data is necessary to meet these objectives, then the app could support these.

Q12: Which services from MTC are available and would be used (e.g. trip planner parking information, incident messaging, ...) by the mobile app?

A12: See the RFP, Section VIII. Proposal Content, Subsection E. Link to Application:

511 SF Bay's developer resources are available at <http://511.org/developer-resources.asp>.

Q13: In case new hardware is required, will this be provisioned by MTC (e.g. a server based alerting push service)?

A13: No. See the RFP, APPENDIX A-1 MTC CONTRIBUTION

Q14: Could the timeline be altered according to resources available in our mobile app development team?

Possibly; a formal request would be required.

Q15: We will only have an Android version working by July 12th. Is an iPhone version required by July 12th for us to be eligible for consideration?

Q15: See the RFP at Section VII, Minimum Requirements:

Working iPhone and Android versions are required by the July 12th submittal deadline to be eligible for consideration.