

1. GENERAL

1.1 Lake County (County) is in central Florida, spanning 1157 square miles, just Northwest of the Orlando metropolitan area. The County is part of the Orlando-Kissimmee-Sanford, Florida Metropolitan Statistical Area (MSA) and is in the Lake-Sumter Metropolitan Planning Organization (MPO) service area for metropolitan transportation planning. The County is growing with a transit system that connects the approximate 390,000 residents in the County’s fourteen municipalities. The County’s public transit service includes urban, suburban, exurban, and rural areas throughout the County.

1.2 The County operates a full-brokerage, public transportation system with fixed-route and paratransit services. The Transportation Contractor (TC) provides the daily operations of fixed route and paratransit services, fleet maintenance, and dispatch services. The fixed-route bus system (LakeXpress) travels the County corridors via seven fixed routes using a fleet of sixteen buses, ten of which operate in peak operations. The paratransit service (Lake County Connection (LCC) provides eligible residents transportation to a variety of destinations within the County and select medical facilities outside of the County. LakeXpress and LCC currently operate Monday thru Friday with LCC providing Saturday service for Dialysis patients. Transfer stations in Leesburg, Clermont, and Eustis facilitate passenger transfers. LakeXpress was enjoying a 6-7% annual growth in ridership leading up to the pandemic but is currently operating near 50% ridership of pre-pandemic numbers.

1.3 Table 1. Ridership

| LakeXpress Ridership | |
|-----------------------------|---------|
| FY 18-19 | 359,528 |
| FY 19-20 | 262,108 |
| FY 20-21 | 183,525 |

1.4 Americans with Disabilities Act (ADA) complementary paratransit service is provided consistent with the fixed-route service area and operation. The County serves as Community Transportation Coordinator (CTC) for the Transportation Disadvantaged (TD) Program. ADA and TD transportation services are provided by the TC using a fleet of 34 medium duty buses and high-top, lift-equipment vans.

1.5 Table 2. Fleet Size and Capital Facilities

| Fleet/Facility | Number |
|---|---------------|
| Vehicles | |
| Fixed-Route Vehicles | 17 |
| Paratransit Vehicles (LCC) | 34 |
| Capital Facilities | |
| Lake County Office of Transit Services Administrative facility-Fruitland Park | 1 |

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- 1.6 Current patron bus pass purchases are from the TC, from a variety of public facilities throughout the County, or through an online portal and mailed to the customer.
 - 1.6.1 Bus passes are deposited into a simple, or “dummy” farebox when the rider boards the bus.
 - 1.6.2 LakeXpress Partners (Partners) purchase bus passes in bulk from the transit office to distribute to clients.
 - 1.6.3 For fare structure information, including reduced or free fares, visit the LakeXpress website here: Welcome to the Lake County Transit Division Website - RideLakeXpress.com

2. SYSTEM OPERATIONS

- 2.1. Contractor shall provide a non-commissioned, touchless fare system (System) for use by riders and community partners of LakeXpress to purchase Virtual Transit Passes (Vpass).
- 2.2. System requires a simple but robust and user-friendly software application that patrons may download onto a smartphone to purchase Vpasses.
 - 2.2.1. Download is available at no cost.
 - 2.2.2. Application download should not be a requirement for fare system use.
- 2.3. Contractor shall not retain any portion of the fare revenue or charge a premium for a Vpass purchase.
 - 2.3.1. Service pricing shall be an all-inclusive, non-commissioned based fee with no further compensation.
- 2.4. Contractor shall be responsible for all Payment Card Industry (PCI) compliance and back-end processing.
- 2.5. System shall produce a visually verifiable Vpass.
 - 2.5.1. Transit Bus Operator (Driver) will be able to visually verify any boarding pass quickly.
 - 2.5.1.1. This process is consistent with normal boarding and fare payment process.
 - 2.5.2. Vpass shall contain visual validation security features including animation, ticket availability countdown, and color/picture-of-the-day to prevent fraud.
 - 2.5.2.1. Results in Vpass ridership recorded and tracked on the on-board farebox equipment by the Driver.
 - 2.5.2.2. Visual verification to be accomplished without real-time communications between transit bus or backend servers with no additional equipment requirement.

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- 2.6. System shall integrate with RouteMatch, a software-based program for, among other features, existing real-time bus tracking, trip scheduling and dispatching.
 - 2.6.1. Contractor will provide a list of similar real-time bus tracking, scheduling, and dispatching software that System is compatible with.
 - 2.6.2. The System should also have the existing capability to timely scale, at the County's future discretion, for use by riders and community partners of Lake County Connection.

3. DELIVERY REQUIREMENTS AND ACCEPTANCE.

The System Shall:

- 3.1. Include a Vpass application for devices (all operating platforms) allowing patrons to activate and use Vpasses.
- 3.2. Allow drivers to validate Vpasses using existing validation methods.
 - 3.2.1. Vpass must be accepted by onboard system validators identifying the account, product, and bus.
- 3.3. Include patron access via individual user ID.
- 3.4. Support voice-over accessibility for the blind or visually impaired that meets ADA mobile application standards.
- 3.5. Offer an option supporting public access allowing one to purchase and send Vpasses to another's phone via text message.
- 3.6. Support flexible options for all fare types offered by LakeXpress.
- 3.7. Include a Partner Portal allowing institutional partners to send Vpasses to a participant's phone and manage participants' accounts and, at a minimum:
 - 3.7.1. Allow Partners to send Vpass via text message to patron's account
 - 3.7.1.1. Patron to open, activate, and use Vpass via smartphone application.
 - 3.7.2. Allow Partners' administrators to manage list(s) of active patrons using a user-friendly interface and via bulk uploads in a standard format (e.g., csv).
 - 3.7.3. Allow LakeXpress to set limits on the number of Vpasses managed by Partners.
 - 3.7.4. The Institution Portal system shall not require Partners' clients to enter credit card information to create an account or utilize a Vpass.
- 3.8. Include an administrative backend for the County to manage the fare system and gather metrics on revenue, fare usage, and passenger types for institutions and internal analysis.

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Data collected via an on-board digital scanner/validator may be utilized for National Transit Database (NTD) reporting and service planning purposes.

3.8.1. Data shall be transmitted to the County immediately. Information shall include:

3.8.1.1. Fare type and customer type

3.8.1.2. Usage location and time

3.8.1.3. Bus number

3.8.1.4. Location of validation

3.8.1.5. Fare validation, as applicable

3.8.1.6. Zip Code data

3.8.1.7. Passes used in third party applications shall generate the same ticket and validation data as Vpasses.

3.9. Allow partnering opportunities with employers, colleges, schools, and service organizations for seamless distribution of Vpasses and regular passes in bulk.

3.10. Meet the following Mobile Ticketing Specifications / System Requirements:

3.10.1. System allows patron to download and install a mobile application (mobile “app”) on smartphones (all platforms) for free.

3.10.1.1. Patrons will create an account through a one-time setup process that prompts users for billing information (e.g., credit/debit cards, or other electronic payment methods).

3.10.1.2. A unique user ID and password will allow patron to access account.

3.10.1.3. Patron will be able to purchase and maintain multiple fare products attached to the account.

3.10.1.4. Patron will launch the mobile app at the time of travel, select the fare product desired, and activate the Vpass. Activation should be able to occur in an offline mode (i.e., no internet/network access available).

3.10.1.5. Activated Vpasses will provide a discrete visual indicator to be displayed to the Driver. The visual indicator will be available for a set time period.

3.10.1.6. Activated Vpasses should have: an interface that enables the Driver to visually identify a valid ticket on the patron’s smartphone (i.e., discrete, local images, fare type, date, and time) (scrolling/animated) as a valid and identifiable proof-of-payment.

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- 3.10.1.7. All Vpasses will integrate anti-tampering features, such as animation, to prevent fraud, fare evasion, and misuse.
 - 3.10.1.8. After a set period, the activated Vpass will expire and will no longer be available for use. Expired Vpasses should be easily visually distinguishable from nonexpired ones.
 - 3.10.1.9. At any time during the use of the System, patrons can access a “help” page with frequently asked questions (FAQs) about Vpasses.
 - 3.10.1.10. Refunds or chargeback investigations are accomplished without involving the County (i.e., the vendor refunds the passenger directly).
- 3.11 Have the following financial functionality:
- 3.11.1 System will accept, at a minimum, major credit cards and debit cards for payment.
 - 3.11.2 Contractor shall be responsible for all third-party back-office functions.
 - 3.11.3 Contractor shall be responsible for compliance with the latest Payment Card Industry (PCI) data and security standards, including all audit and compliance certification activities; and to provide such documentation as requested.
 - 3.11.4 Contractor shall deposit fare revenues into the County’s bank account on a regular basis (i.e., the specific dates/frequency to be agreed upon as part of contract execution).
 - 3.11.5 Contractor shall provide backup documentation for the electronic deposits (i.e., the specific files and methods, such as CSV, excel, or other common file type to be agreed upon as part of contract execution).
- 3.12 The customer-facing mobile application will have additional useful features including, but not limited, to the following:
- 3.12.1 The ability to provide mobile ticketing on a shared mobile platform with trip planning functionality.
 - 3.12.2 Capable of integrating with RouteMatch real-time vehicle tracking and estimated vehicle arrival information on the same, shared platform (RouteShout mobile application).
 - 3.12.3 The ability to establish discrete pre-paid fare accounts that are available for the purchase of mobile tickets for employees, students (i.e., agreements with area employers and colleges/schools), LCC (paratransit) users.
 - 3.12.4 The pre-paid accounts have safeguards that protect the purchasing entity from unauthorized use.

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- 3.12.5 The ability for others to “sponsor” a rider, purchase passes, and send passes to the rider’s smartphone.
- 3.12.6 A “How To” video that can be added to the LakeXpress website; and this video will educate potential users on how the vendor protects their identity and secures their account information.
- 3.12.7 Easily adoptable Marketing Materials.
- 3.12.8 Mapping of use/activation activity.
- 3.12.9 User-friendly and readily accessible training materials.
- 3.12.10 An easy-to-use online mechanism for County staff to add, delete, and/or revise fare types and view/update security types and the “ticket-of-the-day.”
- 3.13 The firm will provide a web-based tool for use by the County. This web-based tool will consist of a series of dashboards where staff can access and/or update fare types, program, marketing, and user information. The tool will include, but not be limited to, the following functionality:
 - 3.13.1 Access to raw data for all patron transactions using mobile ticketing, including all ticket purchases, uses, and activation, as well as the ability to export these records to an electronic data format such as Comma-Separated Values (CSV) files that can be viewed and analyzed in other database and spreadsheet applications suitable for the Transit Office (e.g., Microsoft Excel).
 - 3.13.2 Available electronic reporting should be able to aggregate and summarize data in daily, weekly, monthly, and year-to-date formats.
 - 3.13.3 A mechanism for accessing individual user accounts and requesting customer mobile ticket reimbursement/refunds.
 - 3.13.4 Monthly updates that segregate all mobile ticketing sales by fare type with total gross sales and net proceeds to Lake County Government.
 - 3.13.5 A mechanism for receiving questions and comments from customers (i.e., “Contact Us”).
 - 3.13.6 Revenue reporting by fare type and net revenue reporting for weekly updates and reconciliation or other frequency as agreed upon in executed agreement.
- 3.14 The Proposer may include, with pricing, the following optional items:
 - 3.14.1 On-board electronic validation system (validators) for mobile tickets.
 - 3.14.2 Reloadable Smart cards, that have a built-in computer chip, that can be conveniently loaded and reloaded and offers balance inquiry and protection features.

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- 3.14.2.1 The electronic validation system will consist of a device installed on LakeXpress buses which registers valid tickets, signals to the operator that a valid ticket is being used, allows for recording of each passenger boarding using a valid mobile ticket, and identifies the specific fare type utilized.
 - 3.14.2.2 Non-valid (expired) mobile tickets would also be recorded, and the operator will be prompted with a clear and distinguishable audible prompt/alert.
 - 3.14.2.3 If this option is exercised, the electronic validator hardware will be installed by the vendor on each revenue vehicle, including spare vehicles. Technical training on troubleshooting would also be provided by the vendor and all costs built into the validator purchase.
 - 3.14.2.4 The electronic validation system will validate pre-paid mobile ticketing accounts and allow for discrete reporting for each account, in accordance with all mobile ticketing specifications, system requirements, additional requirements, etc.
 - 3.14.2.5 The validator is a stand-alone technology system with no integration with other existing on-board technology/operating systems.
- 3.15 The below list of technology requirements and specifications do not collectively comprise of all-inclusive list, but rather, simply provides for the framework of expectations the County has of firms that propose to serve our citizens:
- 3.15.1 The County prefers to go with a cloud hosted solution for the reporting and backend system.
 - 3.15.2 The County prefers that user access to the backend system is done via Single Sign On (SSO) instead of an application specific login. The County supports Security Assertion Markup Language (SAML) based SSO including Azure Active Directory SSO.
 - 3.15.3 Provide proof of Information Technology (IT) controls and best practices as part of the response. A SOC 2 report is preferred. If a SOC 2 is not available, please provide other audits or documentation showing the security controls that are currently in place.
- 3.16 Contractor shall provide a price proposal to include the following:
- 3.16.1 Guidance for installation of all equipment fare media
 - 3.16.2 Training
 - 3.16.3 Warranty at no additional cost

- 3.16.4 Customer support at no additional cost
- 3.16.5 Software upgrades at no additional cost

4. COUNTY RESPONSIBILITIES

- 4.1 County shall make available, at no cost to the Contractor, information relative to the project that is useful in the performance of these Scope of Services.
- 4.2 County shall provide prompt notice to Contractor whenever County observes or otherwise becomes aware of any defect in the performance of work under this agreement.
- 4.3 County shall give careful and reasonable consideration to the findings and recommendation of Contractor and shall respond and issue notices to proceed in a timely manner.
- 4.4 County personnel shall be available on a time-permitting basis, where required and necessary to assist Contractor. The availability and necessity of said personnel to assist Contractor shall be at the discretion of the County.
- 4.5 County shall perform the responsibilities enumerated at no cost to the Contractor.
- 4.6 The County’s Project Manager shall be appointed to represent the County in all technical matters pertaining to and arising from the work and performance of this agreement. The Project Manager shall have the following responsibilities:
 - 4.6.1 The examination of all reports, sketches, drawings, estimates, proposals, and any other documents provided by the Contractor.
 - 4.6.2 Providing the Contractor written decisions of the County’s approval or disapproval of these documents within a reasonable time.
 - 4.6.3 Transmission of instructions, receipt of information, and interpretation of County policies and decisions with respect to design, materials, and other matters pertinent to the services provided under this agreement.
 - 4.6.4 Provide Contractor with prompt written notice whenever the County observes, or otherwise becomes aware of, any defects or changes necessary in the Work.

5. FURNISH AND INSTALL REQUIREMENTS

The specifications and statement of work contained within this solicitation describe the various functions and classes of work required as necessary for the completion of the project. Any omissions of inherent technical functions or classes of work within the specifications or statement of work will not relieve the contractor from furnishing, installing or performing such work where required for the satisfactory completion of the project. The contractor will also be required to provide adequate general user training to County personnel on the appropriate use of the materials or products as and if necessary.

EXHIBIT A – SCOPE OF SERVICES
TOUCHLESS FARE SOLUTION

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6. TRAINING COURSES TO BE PROVIDED

The contractor shall provide a training program regarding the use of the products or services supplied by the contractor in conjunction with this solicitation. The contractor shall bear all costs of registration fees and manuals and texts, or other instructional materials associated with the required training.

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