**Massachusetts Bay Transportation Authority “MBTA”**

**Due Diligence Posting**

**MBTA Partner for a Prototype of Smart Information Panels**

**Date Published: Tuesday, November 7, 2017**

**Responses Due: Tuesday, November 21, 2017**

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| **Bid #** | BD-18-1206-40000-42502-21371 |
| **Bid Description** | MBTA Partner for a Prototype of Smart Information Panels |

**Introduction**

The Massachusetts Bay Transportation Authority (MBTA) announces its intent to accept a Best Value Offer pursuant to the Commonwealth’s Due Diligence Posting policy, to contract with Applied Wayfinding Inc. in partnership with Living Map Company pending the results of this Notice of Intent (“Notice”) for the following:

**Description**

The MBTA is seeking a technical partner in implementing a pilot project to test the durability and viability of solar powered, e-ink screens to display travel information across the city’s transport nodes while delivering real-time arrival information (along with service alerts, etc.). A key aspect of the plan is to test whether solar-powered e-ink devices could operate reliably and consistently through the inclement weather and limited daylight. The pilot program will test a variety of devices in different configurations which include 13" screens, 13" double stacked and triple stacked screens, and 32" screens enclosed in a free standing totem structure with the latest technology at an affordable yet high value service. Installed at four stations on Green Line surface stations and bus stops.

Applied Wayfinding in partnership with Living Map propose to work with Cambridge Systematics who will manage the hardware implementation. Applied Wayfinding in partnership with Living Map will provide UI/UX interface design and software development services in order to improve travelers’ understanding of the transport network; improve travelers perception of the service and the transit agency; and ultimately increase MBTA ridership.

**Proposed Pricing**

1). The proposed contract is for a pilot development: $435,000

Project up to fees: $158,000

Hardware up to costs: $277,000

**Stages**

**Stage one: Project start-up**

1 week

**Stage two: Research and standards**

2 weeks

**Stage three: Iterative design and development**

5 weeks

**Stage four: Build and** **implementation**

14 weeks

**Stage five: Maintenance and ongoing innovation**

16 weeks

**Stage six: Evaluation**

2 weeks

**Stages in Detail**

1. **Project Start Up**
   1. Kick-off meeting with key stakeholders.
   2. Collect and collate all the available data and identify any standards that need to be adhered to.
   3. Re-summarize the scope and approach for agreement with the client stakeholders.
2. **Research and Standards**
   1. On-site research: One week on-site research by a senior information planner and information designer, visiting each of the four stations (currently defined as Newton Highlands Station, Beaconsfield Station, Brookline Village Station, and Fenway station). Test prototypes with users and make changes upon user feedback.
   2. Design requirements and standards: Review requirements with the MBTA, defining the intended users and desired experience. Review the MBTA’s graphic and information design standards to assess impact for the interface design and delivery of information.
   3. Technical research and testing: Simultaneously, the development team will look at the API feeds, possible information delivery methods/software/frameworks, and the technical capability/constraints of the chosen hardware. Will very quickly make some ‘visual real-estate’ judgments.
3. **Iterative Design and Development**
   1. Rapid and iterative design and development. Design and software development will work concurrently, in the form of short design sprints, in order to evolve an ever more refined visual design using real data.
   2. Install a Version 1.0 interface and content for round 1. This version may deliver limited data/content (e.g. service alerts only), and will utilize the off-the-shelf user interfaces.
   3. Work concurrently to produce a Version 2.0 interface ready for deployment in rounds 2 and 3.
4. **Build and Implementation**
   1. A first alpha technical interface will be produced and trailed as soon as possible to test technical and legibility constraints.
   2. Working in tandem with the design sprints, the technical team will undertake a number of technology sprints to develop features, integrate data feeds, deploy and craft information design and layout and innovate methods to create adaptable interfaces.
   3. A Beta interface will be produced that will display all Information design, display of live data and graphic elements. Layout and typography will be crafted and finalized.
5. **Maintenance and Ongoing Innovation**
   1. We suspect the solution will run without large intervention. Some observation and maintenance of the data feeds may be necessary and a development team will need to respond to issues to agreed response times.
   2. If these innovations are decided upon these will be treated as unique upgrades (achieving v1.1, v1.2 standards etc). These are difficult to quantify and will be planned for and defined and costed in Phase three.
   3. Ongoing live data feed to provide data for all connected devices as part of the Pilot Program for a period of four months.
6. **Evaluation**
   1. During the deployment period the MBTA will undertake a number of assessments and feedback using a variety of feedback mechanisms. Vendor’s design and research team will contribute to the types of questions that will gain useful results as well as the methods employed.

Prepare a review of lessons learned, potential impacts, along with a summary of additional ideas and views.

The MBTA is posting this Notice rather than conducting a full procurement because the MBTA believes this opportunity represents best value to the MBTA. This Due Diligence Posting is used to ensure that the process is open, fair and competitive.

**Determination of Other Interested Vendors**

The intent of this posting is to determine if there are any other interested and qualified vendors. Any such vendors must submit documentation that they can provide a comparable or better offer.

**Response Requirement and Deadline**

All Interested Vendors and Offerors interested in responding to this Notice, regardless of prior communications with the Department, must submit a Response to this posting containing evidence of their qualification and interest. All required information must be submitted by **12:00 PM EST on Tuesday, November 21, 2017.**

If, after the posting deadline has passed, interest is generated by this Notice, the Department will review all Responses and will determine whether they will: (i) withdraw the notice and not accept the Offeror’s offer (and cancel the Notice of Intent) or (ii) accept the offer from the Offeror or (iii) accept an offer from another vendor offering a comparable or better value than the Offeror in their Response or (iv) accept the offer from the Offeror and from any other offerors offering similar value in their response.

**Additional Terms Required for Doing Business with the Massachusetts Bay Transportation Authority:**

Vendors should review the Massachusetts Bay Transportation Authority Terms and Conditions and, to the extent, propose any modifications required as part of their proposal. Links to all Standard Contract Forms have been provided below.

| **Check if applicable (“X”)** | **Form/Document** | **Notes/Instructions (If any)** |
| --- | --- | --- |
|  | MBTA Terms & Conditions and Standard Contract Form | Electronic Submission |
|  | Security Requirements | Electronic Submission |
|  | Request for Taxpayer Identification Number & Certification  (Massachusetts Substitute W-9 Form) | Electronic Submission |
|  | Right to Know (if applicable) | Electronic Submission |
|  | Right of Way (if applicable) | Electronic Submission |
|  | Environmentally Preferable Products/Practices | Electronic Submission |
|  | Supplier Diversity Plan Form 1 | Electronic Submission |
|  | Prompt Pay Discount Form | Electronic Submission |
|  | Insurance Requirements | Electronic Submission |

**Quote Submission Method**

Online Quote Submission via COMMBUYS is required. All Interested Vendors and Offerors must submit Quotes online using tools available only to Sellers registered in COMMBUYS. COMMBUYS provides Seller registration functionality at no charge. To register, go to [www.COMMBUYS.com](http://www.COMMBUYS.com) and click on the “Register” link on the front page. All Interested Vendors and Offerors who are awarded a contract resulting from this Notice, if any, will be required to maintain an active account during the duration of the Contract, by reviewing their registration information regularly and maintaining its accuracy.

**COMMBUYS Quote Submission Training and Instructions**

The following resources are provided to assist Interested Vendors and Offerors in submitting Quotes:

* An online job aid on [How to Create a Quote](http://www.mass.gov/anf/budget-taxes-and-procurement/procurement-info-and-res/conduct-a-procurement/commbuys/job-aids-for-sellers.html);
* Webcast video on [How to Find Bids (Solicitations) and Submit Quotes (Responses) through COMMBUYS](https://www.youtube.com/watch?v=UhUTNokbhfY);
* Instructor-led trainings (ILT) and live webinar sessions on “How to Locate and Respond to Bids” may also be available. Check the [OSD Training Courses](http://www.mass.gov/anf/budget-taxes-and-procurement/procurement-info-and-res/osd-training-events-and-outreach/osd-training-and-outreach.html) schedule for Sellers/Business Entities for available locations, dates and times. Note that space is limited and pre-registration for trainings is required to attend. Follow instructions on the course schedule to register.

**COMMBUYS Support**

Technical assistance is available during the procurement process. Every effort is made to respond to inquiries within one business day.

* **Website:** Go to [www.mass.gov/osd/commbuys](http://www.mass.gov/osd/commbuys) and select the COMMBUYS Resource Center link offered under Key Resources.
* **Email:** Send inquiries to the COMMBUYS Helpdesk at [COMMBUYS@state.ma.us](mailto:COMMBUYS@state.ma.us)
* **Telephone:** Call the COMMBUYS Help Desk at 1-888-MA-STATE (1-888-627-8283). The Help Desk is staffed from 8:00 AM to 5:00 PM Monday through Friday Eastern Standard or Daylight time, as applicable, except on federal and state holidays.

Interested Vendors and Offerors are advised that COMMBUYS will be unavailable during regularly scheduled maintenance hours of which all users will be notified.