

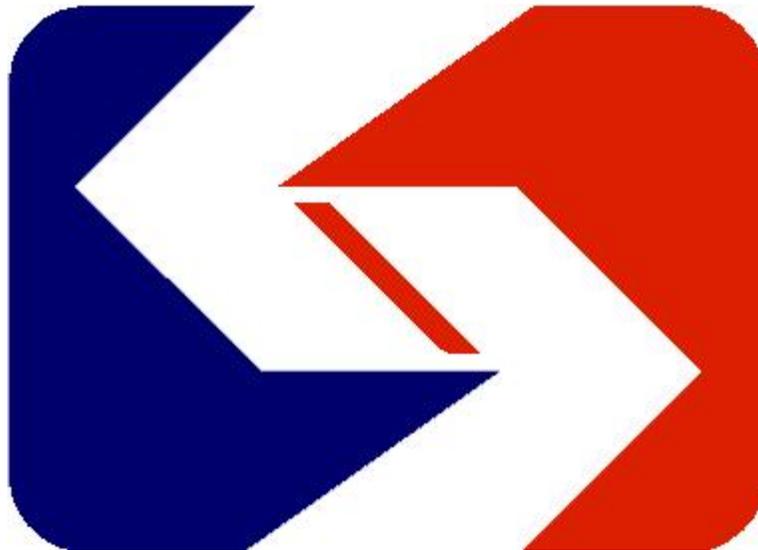
SOUTHEASTERN PENNSYLVANIA TRANSPORTATION AUTHORITY

SEPTA

Instruction to Respondents

RFI No. 133

New Payment Technologies System



LTK Engineering Services
March 27, 2008

REQUEST FOR INFORMATION NO. 133
New Payment Technologies System

Table of Contents

1	INTRODUCTION	1
2	PURPOSE	1
3	OVERVIEW OF THE PROCESS.....	2
4	USE OF INFORMATION	3
5	OVERVIEW OF EXISTING SEPTA SYSTEM	4
6	NEW PAYMENT TECHNOLOGIES SYSTEM	5
6.1	Major System Goals and Constraints for NPT System	5
7	ORAL INSTRUCTIONS AND WRITTEN COMMUNICATIONS.....	7
7.1	Oral Instructions	7
7.2	Written Communications.....	7
7.3	Communications and Cone of Silence.....	8
8	SCHEDULE OF EVENTS.....	8
9	ADDENDA AND CLARIFICATIONS	8
10	ADDRESS FOR SUBMISSIONS AND QUERIES	9
11	RFI RESPONSE SUBMITTAL REQUIREMENTS.....	9
11.1	RFI Response Submittal Contents	9
11.2	Receipt of Information	11
11.3	RFI Submittal Due Date.....	11
12	INFORMATION REVIEW PROCESS.....	11
13	MEETING WITH SEPTA.....	11

REQUEST FOR INFORMATION (RFI) REQUIREMENTS AND INSTRUCTIONS TO RESPONDENTS

1 INTRODUCTION

The Southeastern Pennsylvania Transportation Authority (SEPTA or the Authority), is a body corporate and politic which exercises the public powers of the Commonwealth of Pennsylvania as an agency and instrumentality thereof with its principal office at 1234 Market Street, 10th Floor, Philadelphia, PA 19107-3780. SEPTA operates a multi-modal transit system consisting of buses, trolleys, paratransit, light rail, subway and regional rail service. The service area includes the City of Philadelphia and four surrounding counties, and extends into New Jersey and Delaware.

The currently deployed fare payment and collection systems do not meet SEPTA's needs, and are nearing the end of their useful lives. Each deployed fare collection system is unique to its mode of transportation (except trolleys, which employ fareboxes common with the bus system), and there is minimal fare system integration among modes. It is SEPTA's intent to replace its existing fare payment and collection systems with a state-of-the-art, integrated, electronic fare payment, distribution, collection and processing system utilizing available best practices of modern technologies in the consumer and fare payment arenas capable of interfacing with both bank and non-bank financial clearing systems for transaction settlement. This system has been entitled "New Payment Technologies" ("NPT") System.

2 PURPOSE

The purpose of the RFI is to gather information on how best to design and deploy a state-of-the-art New Payment Technologies System for SEPTA. This RFI solicits written responses from equipment or service suppliers, systems integrators, financial institutions, consumer payment systems suppliers or other entities that have provided vending and/or payment systems.

SEPTA wishes to procure the NPT System in a manner that is expeditious and mitigates risk. SEPTA is also interested in exploring innovative ways to reduce the capital cost of procuring the NPT System as well as reducing SEPTA's current cost of collecting customer fares. As such, SEPTA requests that responses to this RFI identify alternative financing mechanisms such as Public Private Partnerships (PPPs), creative solutions for reducing the cost of the procurement, opportunities for efficiencies and operational streamlining throughout the customer payment model, and other means whereby the Authority can reduce its capital and operating costs, reduce in-house servicing and maintenance requirements, and offer "best value" to its customers and internal stakeholders.

Using information gathered from responses to this RFI, SEPTA may issue a Request for Proposals ("RFP") to seek the services of a qualified entity to design, manufacture and install hardware and software for the NPT System. The NPT System will be used by all modes of transportation services. The tasks that may be included in the RFP include, but are not limited to, systems integration services, hardware design and manufacturing, software development, testing, documentation, equipment installation and training of SEPTA personnel associated with this system. The RFP will solicit written technical and cost proposals from responsible entities interested in providing the equipment and services needed for successful completion of this project.

Interested entities are encouraged to submit responses to all or parts of the RFI even if they do not have a current intention of responding to a future RFP.

Nothing in this RFI shall be construed as obligating SEPTA to issue such an RFP.

3 OVERVIEW OF THE PROCESS

As previously stated, the purpose of this RFI is to provide entities responding to the RFI ("Respondents") with the opportunity to offer ideas and comments ("Information") on the documents distributed with this RFI for SEPTA's consideration in finalizing the RFP documentation.

In order for Respondents to gain a full understanding of SEPTA's current fare collection system, the following documents are distributed as an attachment to this RFI:

1. Baseline of Existing Fare Collection System, Year 2006, dated May 25, 2006 (the document entitled "Task 2");

2. Visual overview of SEPTA's system on DVD, dated February 2008;
3. SEPTA Operating Facts for Fiscal Year 2007;
4. Station Boarding Counts for Weekdays and Weekends;
5. Concept of Operations (DRAFT), dated August 2007 (the document entitled "Task 5").

SEPTA notes that the document entitled "Task 5: Concept of Operations (DRAFT), dated August 2007" ("ConOps") has been attached to this RFI for illustrative purposes only. However, SEPTA's inclusion of ConOps is not intended to indicate any preference of SEPTA with respect to any payment systems, which may have been suggested in ConOps.

SEPTA may elect to utilize information submitted in response to this RFI in its development of the contemplated RFP for the NPT System (see Section 4). SEPTA plans to advertise the NPT System RFP in mid-2008; however, nothing in this RFI shall be construed as obligating SEPTA to issue an RFP within this time frame or at all.

Respondents should submit their responses to this RFI ("Responses") in the manner prescribed in this RFI. SEPTA assumes no responsibility for the costs incurred by Respondents in preparing and providing Responses to this RFI. There will be no contract awarded as a result of responding to this RFI. This RFI does not constitute a guarantee to award a contract pursuant to any subsequent RFP issued by SEPTA.

SEPTA may provide Respondents with an opportunity to make an oral presentation to SEPTA management to present its ideas, questions and concerns related to the prospective project (Reference Section 13). Opportunities to make such presentations prior to issuance of the RFP will be available to only those Respondents who provide Responses to this RFI. However, the Authority makes no guarantee that Responses will result in further action or an invitation to make an oral presentation to SEPTA management.

Responding to this RFI is not a prerequisite to submitting a response to the contemplated RFP.

4 USE OF INFORMATION

By responding to this RFI, no contractual relationship is established between SEPTA and Respondent.

Any Information, proposals, suggestions or innovations offered for implementation on the SEPTA NPT System shall be considered to be within the general knowledge of all persons doing business in the electronic payment/fare collection industry.

Respondents are hereby notified that all Information presented to SEPTA in response to this RFI shall not be considered confidential. SEPTA may use the Information in any manner it so chooses in the development of its RFP and NPT System. Should SEPTA decide to use any Information, proposal, suggestion or innovation in its RFP, SEPTA shall not be obligated to select the Respondent offering the Information, proposal, suggestion or innovation, and shall not create any obligation on behalf of SEPTA to provide any compensation to the Respondent for the receipt or use of any Information, proposal, suggestion or innovation submitted by Respondent.

All Respondents shall execute the release attached as Exhibit 2 to the RFI (the "Release") indicating such Respondent's understanding and agreement with the stipulations set forth herein and therein. Respondent shall return the executed Release to SEPTA in accordance with the schedule defined in Section 8. Respondent shall submit its Response to SEPTA in a sealed, opaque envelope. The Respondent shall not place the Release inside the sealed Response envelope. SEPTA will not open the envelope or otherwise consider Respondent's Response unless an executed copy of the Release is received by SEPTA, separate from the sealed Response envelope, and in accordance with the schedule described in Section 8.

5 OVERVIEW OF EXISTING SEPTA SYSTEM

SEPTA performed a study in 2006, which describes the existing fare collection system¹. The report concludes that SEPTA's existing fare collection system has reached the end of its useful life. Farebox and turnstile system maintainability is limited to parts on hand. Reliability and functionality cannot be improved from its current state due to the age of the electronics and the limitations of the computer operating system. Regional Rail, Customized Community Transit, and Parking rely upon manual procedures that risk revenue security and limit efficient ridership and revenue data transfer and reporting. The ability to modify the pricing policies, manage service based on customer behavior and manage the fare mix is limited by the system capabilities.

¹ For more details, see document entitled "Task 2 – Baseline of SEPTA System, Section 3.0, published May 2006".

6 NEW PAYMENT TECHNOLOGIES SYSTEM

The New Payment Technologies (NPT) System is envisioned as an integrated, state-of-the-art electronic fare vending, payment, distribution, collection and processing system utilizing new payment technologies capable of interfacing with both bank and non-bank financial clearing systems for transaction settlement. SEPTA intends to deploy the NPT System across all modes of transportation operated as part of the SEPTA system, including buses, light rail vehicles (trolleys), rapid transit, commuter rail, paratransit services and parking.

SEPTA's strategic business interests for replacing its existing fare vending and collection system with one based on state-of-the-art technology are as follows:

- To provide SEPTA's customers with a modern system that enables convenient and secure fare payment options and improved customer services;
- To provide additional operating and cost efficiencies;
- To improve SEPTA's fiscal position and transit services with enhanced revenue security and accountability and readily available and accurate ridership and revenue data.

The successful implementation of the NPT System will provide SEPTA with the opportunity to not only update the present fare payment and collection systems, but also will enhance the level of customer service provided to its passengers. This will include the ability to offer fare plans tailored to changing customer needs and travel patterns.

SEPTA wishes to leverage the new market opportunities available through emerging new payment technologies offered by the banking and wireless industries. By moving to a modern payment technology system, SEPTA intends to provide customers with new, more efficient, convenient and secure fare payment options.

6.1 Major System Goals and Constraints for NPT System

This section identifies major system goals and constraints that must be considered in the design of the NPT System.

Major System Goals

SEPTA's major system goal for customers is to provide an electronic fare payment system that:

- Is secure and reliable;

- Is easy to understand;
- Enables customer self-service;
- Is convenient and useable by all customers;
- Provides customers with modern and convenient payment options across all transit modes;
- Facilitates seamless customer transfer among adjoining transit agencies at intermodal connection points.

SEPTA's major system goal for internal stakeholders is to provide an electronic fare payment system that:

- Provides accurate revenue management and accountability;
- Provides accurate and timely ridership and revenue data;
- Reduces cash handling;
- Replaces tokens, paper transfers and printed paper tickets;
- Fosters fare policy innovation;
- Significantly decreases or eliminates SEPTA's role as transit-specific fare media issuer, transaction acquirer and processor.

Major System Constraints

The NPT System must be deployed in a manner that minimizes the impact on SEPTA's on-going operations and passenger handling capabilities.

The NPT System must interface with SEPTA's existing infrastructure, specifically the physical conditions at stations and their associated parking facilities; the existing communications and data network; and the equipment and facilities that support and maintain the existing fare system and data networks.

The NPT System will be designed and deployed within an ongoing program of improvement projects on the SEPTA rail and bus systems. Several projects currently underway or planned will affect the NPT System and must be considered in the design, including SEPTA's Customized Community Transportation Mobile Data Terminal upgrade program, the Smart Stations Initiative, and numerous upgrades to SEPTA's communications infrastructure, including the Fiber Optics Platform.

7 ORAL INSTRUCTIONS AND WRITTEN COMMUNICATIONS

7.1 Oral Instructions

No interpretation of the meaning of any documents associated with this RFI, and no correction of any apparent ambiguity, inconsistency or error therein will be made to any Respondent orally. All such interpretations and supplemental instructions will be issued by SEPTA in writing. Only those communications that are in writing from SEPTA's Senior Director of Procurement, Mr. Neil Patel or his authorized designee, shall be considered a duly authorized expression on behalf of SEPTA.

7.2 Written Communications

Any questions or requests for interpretations arising from this RFI shall be submitted in writing to Mr. Neil Patel (or his authorized designee), by e-mail at npatel@septa.org, which shall be followed by a hard copy sent via U.S. Mail to the address indicated in Section 10 below. Respondents lacking e-mail capabilities may fax correspondence to (215) 580-8308, followed by a hard copy sent via U.S. Mail. Mr. Patel, or his authorized designee, shall be the sole point of contact for this RFI and can be reached at (215) 580-3345. For questions to be answered in a timely manner, they shall be received no later than the date and time specified in Section 8 below.

Only written communications from Respondents shall be recognized by the Authority as duly authorized expressions of statement or inquiry on behalf of a Respondent. If deemed appropriate by SEPTA, a written response will be developed to written inquiries from Respondents in a form setting forth the question, the organization requesting such response and the SEPTA response. SEPTA will distribute this written response concurrently to all Respondents that have submitted the Release separate from the sealed Response envelope as discussed in Section 4 of this RFI.

Respondents are responsible for ensuring that their questions, comments or any other communication permitted under this RFI have been received by the Authority. There is no obligation by SEPTA to answer questions which have been received after the date specified in Section 8.

7.3 Communications and Cone of Silence

Any verbal or written communications on the NPT System between any Respondent, or its representatives and any SEPTA Board member, staff member, committee member, or consultant, regarding this RFI is prohibited between the date that this RFI is issued and the date when Notice to Proceed for the NPT System contract is issued, if any. The only exceptions to this are: (1) written requests regarding information or clarification made to SEPTA’s designated Contract Administrator during the allowable period under the RFI and/or any subsequent RFP; (2) any communications at a publicly noticed meeting of SEPTA; (3) Respondent interviews scheduled in accordance with Section 13; and (4) any communications with SEPTA’s Senior Director of Procurement, or his authorized designee.

8 SCHEDULE OF EVENTS

Key milestone dates associated with the submission of a response to this RFI are listed below:

Table 1 - Schedule of Events

ACTIVITY	DATE	TIME (EDT)
RFI Issuance Date	March 27, 2008	4:00pm
Deadline for Submission of Respondent Questions with Respondent Release	April 11, 2008	4:00pm
Issuance of SEPTA Response to Respondent Questions	April 24, 2008	4:00pm
Due Date for Respondent RFI Responses with Respondent Release (if not submitted previously)	May 7, 2008	2:00pm

9 ADDENDA AND CLARIFICATIONS

In the event that the Authority finds it necessary to supplement or modify any portion of the RFI after the issuance date, such supplements or modifications shall be accomplished by issuance of written addenda.

All addenda will be issued in writing from the Authority with content and number of pages described to all Respondents that have received a copy of the RFI directly from SEPTA. Each Respondent submitting information shall acknowledge receipt of all addenda by signing the acknowledgement in the Addendum Acknowledgment (see Exhibit 1).

In the event of conflicts in the addenda, the Respondent shall notify SEPTA, and SEPTA will issue additional addenda.

10 ADDRESS FOR SUBMISSIONS AND QUERIES

Mail or deliver all Information, and all written inquiries, and questions to:

Mr. Neil P. Patel or his Authorized Designee
Senior Director of Procurement
Southeastern Pennsylvania Transportation Authority
1234 Market Street, 11th Floor
Philadelphia, PA 19107-4484

Phone: (215) 580-3345
Fax: (215) 580-8308
Email: npatel@septa.org

11 RFI RESPONSE SUBMITTAL REQUIREMENTS

11.1 RFI Response Submittal Contents

Diverse insights are critical for the development of a comprehensive RFP. All Respondents are encouraged to respond whether or not there is a current intent to respond to an RFP. We appreciate all efforts on this important initiative.

RFI Responses shall consist of general information on the Respondent, technical information identifying potential solutions and deployment strategies for consideration by SEPTA, a response to SEPTA's questions, and information on alternative financing and cost savings opportunities. The Response should be prepared as simply but as completely as possible and include a straightforward, concise explanation of the Respondent's proposed concept. Emphasis should be concentrated on accuracy, completeness, and clarity of content. SEPTA prefers that ideas, comments and suggestions provided by Respondents focus on a conceptual functional solution and that sales brochures be limited in use.

RFI Responses must be submitted in hard copy. Respondents must submit one original and five (5) copies of their Responses to the address defined in Section 10 by the due date defined in Section 11.3.

Respondents are also requested to submit one copy of the Response in electronic format on CD or DVD. Preferred electronic formats are Microsoft Word or Adobe Portable Document Format (PDF).

As stated in Section 4, Respondent shall submit its Response to SEPTA in a sealed, opaque envelope. SEPTA shall not open the envelope or otherwise consider Respondent's Response unless an executed copy of the Release, separate from the Response envelope, is received by SEPTA in accordance with the schedule defined in Section 8.

As previously stated, SEPTA and its affiliated agencies assume no responsibility for any costs incurred by Respondents in preparing their Response, and there is no guarantee of award of a contract subsequent to the issuance of an RFP or that SEPTA will issue such an RFP.

Responses are to be organized as follows:

Section 1: Information on Respondent:

Respondents may be firms, which are equipment or service suppliers, systems integrators, financial institutions, consumer payment systems suppliers, or other entities that have provided vending and/or payment systems. Please provide a brief summary of your firm and experience in developing and delivering similar systems or components/services associated with similar systems.

Please include a name and phone number of whom to contact in the event there are questions regarding your submission.

Section 2: Suggested Functional Solution:

Provide a description of a proposed functional solution for the entire NPT System or any portion of the NPT System. The Authority understands that there may be multiple functional solutions for any given aspect of the NPT System; in such cases, Respondents are free to offer alternatives for the Authority's consideration.

Section 3: Suggested Deployment/Transition Strategy:

Provide a description of the suggested deployment/transition strategy, including an overview schedule of implementation, for the suggested NPT functional solution. The suggested strategy should minimize impact on SEPTA's existing operations and customer service activities during the transition phase and provide for seamless compatibility across all modes after full deployment of the NPT functional solution.

Section 4: Responses to SEPTA Questions:

Provide responses to the Authority's questions provided in Exhibit 3. It is recognized that Respondents may have different areas of expertise and interest, and it is therefore not necessary to respond to each question. However, please identify by number the question you are addressing.

Section 5: Alternative Financing and Other Cost Saving Opportunities:

SEPTA may utilize a combination of Federal, state and local funding for procurement and operation of the NPT System. Provide suggestions for ways in which the Authority may save capital or operating costs such as outsourcing of elements of the NPT System as well as Public Private Partnerships.

11.2 Receipt of Information

Responses shall be considered only from those Respondents who have submitted an executed copy of the Release, separate from the Response envelope, in the manner described in Section 4 and in accordance with the schedule described in Section 8.

11.3 RFI Submittal Due Date

All Information submitted in a Response to this RFI must be received by the date and time shown in Section 8. Facsimile or electronic-only submittals are not acceptable forms of submittal.

Respondents are responsible for informing any commercial delivery service, if used, of all delivery requirements and for ensuring that the required address information appears on the outer wrapper or envelope used by such service and that the envelopes containing the Responses are clearly marked.

12 INFORMATION REVIEW PROCESS

The Authority will review all Responses received in accordance with these instructions, and the Respondent will receive acknowledgement of receipt within two (2) business days from the date of receipt. Upon review of the Response, the Authority may submit questions to the Respondent for clarification.

Subsequent to the Authority's review of Responses and any clarifications, the Authority will notify the Respondent whether SEPTA will invite the Respondent to make a presentation as described in Sections 3 and 13.

13 MEETING WITH SEPTA

If SEPTA decides to request oral presentations, then for each invitation extended, at SEPTA's sole discretion, SEPTA will allocate blocks of time on its calendar.

SEPTA will select the time slot during which Respondents will make their presentation to SEPTA management.

SEPTA is familiar with the basic fare collection technology and equipment choices available, so invited Respondents will not be required to demonstrate working models of equipment. Although Respondents are not discouraged from demonstrating new models or unique equipment that may prove useful to the Authority, SEPTA prefers that the presentations offer insights into the Respondent's suggested design, as well as opportunities for exchange of information, questions, and answers. Further guidelines for the presentation format and content will be provided to Respondents before any presentations are scheduled.

EXHIBIT 2

Southeastern Pennsylvania Transportation Authority

New Payment Technologies System, RFI No. 133

USE OF INFORMATION - RELEASE

RECIPIENT: _____

By submitting a Response to the above-identified Request for Information (the "Response"), the above-identified Respondent acknowledges, represents, warrants and agrees that:

1. Respondent will comply with each of the provisions set forth in the RFI;
2. no contractual relationship is established between SEPTA and Respondent;
3. Respondent is authorized to submit the Response to SEPTA and to disclose to SEPTA the information contained therein;
4. Respondent is authorized to permit SEPTA to use the Response, and information disclosed therein, as contemplated in the RFI;
5. SEPTA is authorized to use, for any purpose, the Response as well as any information contained therein including, but not limited to, any concepts, ideas, inventions, proposals, suggestions, data, specifications, and/or improvements thereof;
6. SEPTA is authorized to reproduce, distribute, display, and create derivative works from the Response, or any portion thereof;
7. the Response, and any information contained therein, shall not include any information which is of a proprietary or confidential nature;
8. to the extent that the Response, or any information contained therein, includes any proprietary or confidential information, SEPTA is hereby authorized by Respondent to use such information in any manner, including disclosure to third parties, and for any purpose SEPTA desires;

9. Respondent shall identify all subject matter contained in the RFI which is patented or is the subject of a patent application in any country, and shall identify such patents and patent applications;
10. SEPTA shall not be obligated to engage or otherwise compensate Respondent in any manner or for any reason for SEPTA's use of the Response or any information contained therein;
11. Respondent shall return and executed copy of this Release to SEPTA in accordance with the schedule defined in Section 8 of the NPT RFI, and
12. SEPTA will not consider Respondent's Response unless and until an executed copy of this Release is received by SEPTA.

Authorized Signature	Printed Name	Title
----------------------	--------------	-------

EXHIBIT 3

Southeastern Pennsylvania Transportation Authority

New Payment Technologies System, RFI No. 133

RESPONDENT QUESTIONS

SEPTA questions to be answered by all Respondents. It is recognized that Respondents may have different areas of expertise and interest, and it is therefore not necessary to respond to each question. However, please identify by number the question you are addressing.

1. System Design/Approach

- 1.1. Identify applications and functional characteristics of solutions deployed that are substantially similar to the recommended SEPTA NPT System in Section 2 of your response.
- 1.2. Describe whether this new approach to transit fare collection using bank industry standards in an open payment environment can fully meet the demands of a large, multi-modal transit agency such as SEPTA. Identify the key functional challenges and recommend strategies to overcome them.
- 1.3. One of SEPTA's primary objectives for the NPT System is to acquire a fare collection system that fully supports and employs an open architecture approach. The system should minimize the use of proprietary technology while supporting new expandable capabilities as the system evolves. How can SEPTA meet this objective?
- 1.4. Describe the provisions that should be made within the NPT System design to accommodate future integration of a currently unanticipated device after full system deployment has been accomplished.
- 1.5. Do you have any recommendations on how SEPTA can achieve a high level of security for all NPT System transactions from the initial fare media interaction to all aspects of the system?
- 1.6. SEPTA is interested in having the NPT System interface with payment systems of other regional transportation providers such as PATCO, the Pennsylvania Turnpike, etc. Provide a top-level strategy for achieving this goal.

- 1.7. What do you see as the pros and cons of using both account based and non-account based smart media? What are the implementation challenges of deploying both approaches within the same system, and what impact would deploying both approaches have on the equipment and infrastructure, as well as SEPTA's provision of customer service?
- 1.8. What challenges do you see in utilizing ISO/IEC compliant contactless payment technologies emerging over the next few years?
- 1.9. Given the complexities of the SEPTA system and the desire to implement new payment technologies across all modes of operation, what is the likely schedule duration for design and deployment of the full NPT System?

2. Fare Media

- 2.1. The current SEPTA fare system uses paper tickets, cash, tokens and read-only magnetics as a means of fare payment. SEPTA envisions that the primary fare payment media on all modes of the NPT system will be bank issued contactless smart media compliant with ISO/IEC-14443-B and/or ISO/IEC-14443-C. It will also be necessary for the new system to continue to accept cash. What other forms of fare media should SEPTA consider accepting with the new system?
- 2.2. What are the pros and cons of utilizing an ISO/IEC 14443-B microprocessor based contactless smart card as opposed to an ISO/IEC 14443-A memory based contactless smart card?
- 2.3. SEPTA would like to receive input on the strategy SEPTA should pursue regarding the encoding format and interface standards if SEPTA implements a closed loop contactless SEPTA-branded smart cards:
- 2.4. Which published card encoding format and interface standards exist to support an open system, and how widely have these been used?
- 2.5. Which published card encoding format and interface standard would you recommend that SEPTA use and why?
- 2.6. Which systems and/or equipment suppliers have deployed a system using the format/standard recommended in the previous answer?
- 2.7. In lieu of adopting a published contactless smart card encoding and interface standard, can SEPTA achieve an open system with an existing non-standard solution by acquiring rights to a supplier's intellectual property? If so, which rights should SEPTA consider acquiring?
- 2.8. What design, features and standards are available for the SEPTA branded contactless smart card?

- 2.9. Suggest deployment strategies to support migration to the new fare media that will minimize the impact on existing SEPTA operations.
- 2.10. What types of emerging smart media forms could be utilized within SEPTA's NPT System? Is there anything SEPTA should be doing currently to be prepared to take advantage of the new media forms?
- 2.11. What are SEPTA's options for vending and distributing the SEPTA cards?
- 2.12. What attended or self-service options are available for distribution of fare media at stations and within the SEPTA service region?
- 2.13. It is SEPTA's preference not to deploy SEPTA-owned retail sales devices at external vendor sales locations. Provide suggestions on how a customer-friendly smart media distribution strategy for sales and add-value/pass transactions can be accomplished without deployment of SEPTA-owned retail sales devices.
- 2.14. Do you have any recommendations on the infrastructure (SEPTA-owned or not) that might enable SEPTA's un-banked and under-banked customers to obtain media that may be used to access SEPTA services?
- 2.15. How can SEPTA accommodate the unbanked and under-banked with the new media?
- 2.16. Please discuss the various options SEPTA has in using limited use media.
- 2.17. SEPTA may elect to utilize NPT smart media as the key for SEPTA's existing building access control system. Discuss the strategies or incremental equipment that may be deployed by SEPTA to accommodate this goal.

3. Equipment

- 3.1. What equipment is required to complete the system architecture for accepting bankcards and other contactless fare media on vehicles and at the stations?
- 3.2. SEPTA may want to validate passenger counts provided by NPT hardware for all modes of transportation. Discuss strategies or equipment that may be deployed by SEPTA to meet this need.
- 3.3. SEPTA is considering an overhaul of their current GFI fareboxes and/or GFI turnstiles rather than replacement. What are the pros and cons of this strategy?

- 3.4. It is SEPTA's desire to require a single Operator log-on for bus and trolley operators in the cab area. Please describe the issues and concerns SEPTA should have regarding integration of a farebox with an Orbital smart bus system to meet this need.
- 3.5. What is the comparison of bank certified contactless card readers to traditional transit industry contactless card readers?
- 3.6. What is the certification process for equipment using banking standards for each of the payment networks VISA, MASTERCARD, AMEX and DISCOVER?
- 3.7. How can vending equipment offer contactless bank cards and/or a SEPTA card at remote stations?

4. Communications

- 4.1. Please describe the challenges that SEPTA might expect in developing and deploying a system where the mobile equipment are in constant wireless communication with a central system?
- 4.2. SEPTA would like to consider accepting both magnetic stripe credit cards and contactless credit cards for payments in the mobile environment. What additional issues regarding functionality, equipment and software should be considered by SEPTA in order to process these payment methods in a mobile environment?
- 4.3. How will SEPTA maintain reliable wireless data coverage for processing online banking transactions?
- 4.4. What happens to the transactions from mobile vehicles and remote locations if wireless communications are lost?
- 4.5. What is the wireless network data coverage in Southeastern Pennsylvania?
- 4.6. What are the future plans for wireless communications that may be available to support this NPT system?

5. Customer Service

- 5.1. What new customer service requirements are anticipated with the New NPT system?
- 5.2. How can SEPTA enhance its current level of customer service with the new system?
- 5.3. How will customers separate bank related customer service needs from transit fare collection customer service issues?

- 5.4. How can SEPTA communicate the changes in fare collection to the public prior to deploying the new NPT system?

6. Financial Services

- 6.1. SEPTA may be interested in deploying a co-branded smart chip enabled bank card through a partner bank relationship. Provide information on how SEPTA may accomplish this task, and how this has been done at other agencies with similar systems.
- 6.2. What are the financial services industry strategies for approving and authorizing credit and debit card transactions?
- 6.3. What approach should SEPTA consider in managing credit/debit card payment transactions to minimize risks?
- 6.4. What are the fraud risks in processing online contactless credit/debit payment transactions? At what point in the process will the risks of credit and debit card transactions transfer from SEPTA to the banking community?
- 6.5. What can SEPTA expect from the banking community in offering contactless bank cards to consumers in our marketplace?
- 6.6. What are the components of the costs associated with use of credit/debit cards for fare payments?
- 6.7. How can SEPTA minimize the costs of financial services associated with accepting credit/debit cards for micro payment transactions?

7. Operations and Maintenance

- 7.1. Identify what types of training are envisioned and/or skills are needed to permit SEPTA or its agent to properly operate and maintain the system and provide a high level of customer service without Contractor intervention.
- 7.2. Identify what manuals are envisioned and/or skills are needed to permit SEPTA to fully operate and maintain the system without Contractor intervention and include descriptive information as deemed necessary to clarify needed manuals.
- 7.3. A comprehensive, single warranty for all system components and functions is envisioned. What other commercially viable warranty elements should be considered?

- 7.4. What would you consider a commercially viable warranty period? What functions or services do you recommend as candidates for execution by third parties? What is the minimum and maximum term for these contracts? What are the conditions that need to be considered for these third party arrangements?
- 7.5. How does PCI compliance impact the operations, system maintenance and data management of the proposed fare collection system?
- 7.6. Will SEPTA require an upgrade to its financial system to support the new fare collection approach?