



Date: June 10, 2021  
Current Meeting: June 17, 2021  
Board Meeting: June 24, 2021

**BOARD MEMORANDUM**

**TO:** Indianapolis Public Transportation Corporation Board of Directors  
**THROUGH:** President/CEO Inez P. Evans  
**FROM:** Director of Strategic Planning Brooke Thomas, AICP  
**SUBJECT:** Consideration and Approval of RFP 21-04-395 Mobility Integration Platform (MaaS) Consultant

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**ACTION ITEM A – 3**

**RECOMMENDATION:**

In a manner consistent with IPTC contract award standards, it is requested that the Board authorize the President/CEO to execute a contract with Clever Consulting Group (“CCG”), in an amount not to exceed two hundred and sixty thousand dollars (\$260,000), to receive professional services from CCG to develop a roadmap and procurement documents that would allow IPTC and its partners to offer trip planning and payment integration across numerous modes (e.g. bus and bike share) and service providers.

**BACKGROUND:**

In late 2020, the Federal Transit Administration (FTA) awarded IPTC an Accelerating Innovative Mobility (AIM) grant. AIM seeks new and innovative strategies for facilitating complete, non-automobile trips, with public transit serving as the core service. The “Mobility Concierge Program” is part technological solution and part customer service solution. In short, the program would be designed to facilitate trip planning, booking, and payment across multiple modes and service providers using a mobile application and support from staff in our customer service center.

The first of several steps to creating a Mobility Concierge Program, IPTC is seeking a Subject Matter Expert(s) who can work directly with IPTC to: 1) develop a mobility integration framework, and 2) prepare an RFP, or family of RFPs, for the procurement of one or more technical solutions. The framework is intended to address: policy, planning, and governance; multi-modal payment products and architecture; payment settlement and revenue collection; testing; implementation; customer service; security; alternative ways to collect fares under an integrated, account-based fare collection system; and the resources that may be necessary to launch and sustain the Mobility Concierge Program as it is currently envisioned.

On April 30th, 2021 IPTC, working in partnership with Pacer’s Bike Share and the Personal Mobility Network, released RFP 21-04-395, Mobility Integration Platform (MaaS) Consultant, with an email to all registered vendors and via posting on our website [www.indygo.net](http://www.indygo.net). On May 25, 2021, IPTC rec’d four (4) proposals, one of which was found to be non-responsive, leaving three (3) proposals ruled responsive and responsible by Procurement and sent to the evaluation committee for scoring.

IPTC convened an evaluation team comprised of members of the following departments: Infrastructure, Strategy, and Innovation; Operations; Budget and Finance; and Information Technology. The team reviewed each of the written proposals and based their evaluations on the following categories: professional qualifications and team structure; demonstrated experience; and project approach. Through IPTC’s competitive scoring process, CCG was ultimately selected as providing the best value for this service.

## **DISCUSSION:**

CCG is “an innovation-focused boutique technology consulting firm specializing in the design, delivery, and operation of electronic payment systems for use in public transportation.” Their project examples include everything from recently completed integrated fare collection program planning, next-generation fare collection implementation projects, to ongoing next-generation system design work. Consistent with the project overview included in the request for proposals, they hold a strong belief that policy should lead technology and that solutions should be customer and operations focused. CCG’s approach to this project will be to strike a balance between developing the technical requirements IPTC needs to lock in the exact features of the equipment and systems to be procured, and describing the functional requirements IPTC will need to retain some degree of flexibility and the possibility to choose innovative solutions presented by vendors in the near- and longer-term future.

CCG aptly demonstrated their understanding of the importance of an open integration payment platform for use across a broader mobility ecosystem. The CCG teams possess relevant, first-hand experience leading the planning and implementation of complex multi-agency account-based systems, including those with an integrated retail network. This is evidenced by their FTA-sponsored integration payment project(s) – past and present – and their knowledge of government contracting, program coordination, and project administration experience. Project tasks and deliverables will include: 1) industry outreach and summary of pertinent findings; 2) a MPI framework, including a multimodal cost sharing framework; 3) a detailed procurement and implementation plan that describes the steps and resources needed to move forward with this project; and 4) one comprehensive RFP package including a scope of work.

## **ALTERNATIVES:**

The IPTC Board can choose not to approve this request; however, staff does not have the technical expertise needed to adequately establish the roadmap that the agency needs to facilitate trip planning, booking, and payment across multiple modes and service providers. A delay in acquiring these specialized skills would jeopardize our ability to fulfill our cooperative agreement with the FTA, Office of Research, Demonstration, & Innovation.

## **FISCAL IMPACT:**

The total grant award, and thus the total project budget for the Mobility Concierge Program, is up to \$500,000. If approved, this procurement would spend \$260,000 of the total \$500,000 total grant award.

## **DBE/XBE DECLARATION:**

Funded by a mix of federal (80%) and local (20%) dollars, these professional services require DBE participation. A goal of 7% has been established for this project. CCG completed their good faith effort documentation as they were unable to achieve participation. IPTC staff will have follow up discussions with them to see if there is the potential for them to become an INDOT certified DBE.

## **STANDING COMMITTEE DISCUSSION/RECOMMENDATION:**

This action will be reviewed by the Finance Committee and Service Committee on June 17, 2021.