

REQUEST FOR INFORMATION (RFI) #18-7001-34A
TRANSIT PASS ORDER FULFILLMENT SERVICES

Date: July 11, 2018

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**KANSAS CITY AREA TRANSPORTATION AUTHORITY
REQUEST FOR INFORMATION
For
Transit Pass Order Fulfillment Services**

A. Overview of KCATA and RideKC Partners:

The Kansas City Area Transportation Authority (KCATA) plans to conduct a future bid solicitation for Transit Pass Order Fulfillment Services.

This Request for Information (RFI) is only a request for expressions of interest and submission of qualifications and capabilities to KCATA and is not intended to be a formal procurement of services, nor is response to this RFI a prerequisite to submitting a formal proposal in the future. KCATA anticipates that information gathered as a result of this RFI will be used to develop a formal Request for Proposals (RFP) for the services described herein that meets KCATA's needs.

KCATA is the regional transit authority in the bi-state Kansas City region. There are four providers of fixed-route transit service in the region – KCATA, Unified Government Transit of Wyandotte County, Ks., the City of Independence, Mo., transit and Johnson County, Ks., KCATA operates and manages other transit services provided by other entities in the region, specifically the City of Independence and Johnson County, Ks. All of these services are branded as RideKC and progress continues to standardize operations, which includes offering to customers fare media that can be seamlessly used across the region under the RideKC brand. Currently, a variety of transit passes are offered in the region and made available for sale to the public by over 100 pass outlets and pass sales partners.

KCATA is working with regional transit partners to consolidate pass programs and implement strategies aimed at increasing the number of sites that would sell passes, increase pass usage by transit customers, while maintaining overall an efficient system,

I. Current Process:

KCATA is responsible for developing and overseeing regional fare programs and regional transit pass programs. Currently, KCATA and its regional transit partners are undertaking efforts to grow ridership, increase use of fare media in the form of a 31-Day Pass and other transit passes and consolidate multiple pass programs into one comprehensive, regional program mainly targeting employees, students and transit customers in general.

With the anticipated increase in pass sales across the region and growth in pass programs, the Agency desires to secure the services of a qualified firm to perform the daily activities associated with the pass fulfillment process and related responsibilities. This work will be done under the direction of KCATA staff.

1. Receiving and Processing KCATA and Johnson County Pass Outlet Orders:

Currently, pass outlets that make up a network of businesses, agencies and organizations order KCATA and Johnson County passes via email or fax to KCATA's Community Relations Division.

2. Marketing:

1. Receives pass orders by email or fax from pass outlet.
2. Replies to pass outlet (email or phone) with confirmed delivery date (24- to 48-hour turnaround).
3. Manually enters quantity, pass type, customer information and relevant dates into KCATA's internal 31-Day Pass system. The system generates an order invoice.
4. Prints four copies of the order invoice – 1 to Finance, 2 to Pass Outlet, 1 for Internal Records
5. Submits invoice copy to Finance.

3. Finance:

Using the invoice, Finance pulls the requested passes (per denomination and quantity) from the vault and delivers to Marketing.

4. Marketing:

1. Verifies the passes delivered matches the requested passes recorded on the order invoice.
2. Bundles passes in appropriate shipping format (envelopes or box), depending on quantities.
3. Contacts courier service to schedule pickup and delivery of passes to pass outlets or certified mail small orders, typically less than 10 passes.

II. Receiving and Processing KCATA Online Orders

Online orders for KCATA passes can be accessed via its store at RideKC.org. The Marketing staff processes and fills all KCATA online orders.

1. Customers go to RideKC.org to place order:

1. Select pass type.
2. Fill out required information on “order” and “billing” pages.
3. Submit order.

2. Credit Card Information is processed and authorized through:

1. ShopSite (Shopping Cart)
2. Authorize.net (Card processor)

3. Commerce Order Manager Program:

1. Orders are imported and processed through online portal.
2. Community Relations downloads, approves and prints orders.

4. Fulfillment (Community Relations):

1. Each order is assigned a 31-Day Pass according to pass type.
2. Writes 31-Day Pass serial number on each order file copy
3. Original copy is manually folded, stuffed and sealed in envelope.
4. Place in outgoing mail.
5. File copy is filed in drawer.

5. Monthly Reporting to Finance (Marketing)

1. End of month from the Stone Edge Order Manager Program print the following forms:

- a. Sales By Product Form. This gives a breakdown of each pass typed ordered, shipped, and netted.
 - b. Detailed Sales Report. This shows the order number, SKU, pass type, pass price, entered dated and customer name.
2. Fill out KCATA-Marketing & Call Center Deposit Form from Finance.

III. Receiving and Processing Johnson County Orders

For Johnson County online passes, orders are placed by going to <http://thejo.3dcartstores.com/>. Johnson County has contracted Reveal Management Services (RMS) to process and fill online orders.

1. Customers go to <http://thejo.3dcartstores.com/> to place order.

1. Select “Add to cart” link associated with the pass to be purchased.
2. Fill out required information on the “cart” and “checkout” pages.
3. Upon completion of customer’s transaction, an email is created and issued through 3dcart.
4. This email goes to Johnson County’s email system, which has setup a separate public folder in Microsoft Outlook that is specific to pass orders.

2. Credit Card Information is processed and authorized through:

Converge (Card processor)

3. RMS fill orders.

1. RMS pulls the emails and fills each order.
2. RMS includes a copy of the email with the pass, stuffs and seals envelope.
3. RMS color-codes in blue all completed transactions.
4. RMS color-codes in red orders that require follow-up by KCATA staff because of problems or questions.
5. RMS delivers orders to be mailed to KCATA staff at its Olathe, Ks., and office.

4. KCATA staff mails orders.

1. Places in outgoing mail.
2. File copy is filed in drawer.

IV. Additional Attachments

Refer to the following attachments intended to provide a better description of the current KCATA pass sales program, and the fulfillment, sales and reporting process.

Attachment 1. List of currently offered passes and anticipated new or revised passes with the next six months.

Attachment 2. List of current pass outlets and partners

Attachment 3. Pass sales and distribution volumes and outlets and sales partners

Attachment 4. Outline of current KCATA fulfillment and reconciliation process (which is subject to change based on responses to this RFP.)

V. Request for Information

KCATA is requesting proposers provide information on capabilities, experience and understanding of the pass fulfillment process, the challenges associated with such a process in the KCATA environment, and their approach to conducting this activity for KCATA and regional transit partners. The key scope areas to be addressed are the following:

1. Customer Service:

The Order Processing Fulfillment Center (OPFC) customer service staff must demonstrate professionalism and knowledge about regional transit passes and pass programs. Customer Service staff will serve as front-line associates responding to all customers' bus pass inquiries and issues. KCATA will arrange to train OPFC to answer frequently asked customer questions:

- The various transit passes offered in the region and where and how they might be used
- Differentiate pass denominations
- Full and discounted passes prices
- Eligibility requirements for discounted passes
- Each pass type's acceptance on regional transit services, i.e. local and express bus routes

In addition, selected contractor will be responsible for ensuring customer staff is familiar with KCATA's regional pass programs and providing direction when handling transaction and payment issues.

2. Order Processing:

The OPFC will receive online, by phone and fax daily bus pass orders from transit customers, employers, retailers and organizations representing a network of KCATA transit pass partners who sell or provide passes to respective employees, customers and clients. For phone and fax orders, this function may also require processing credit/debit cards or generating invoices for payment.

3. Payment Processing:

The OPFC must demonstrate proven methods for safe and secure payment processing and present credentials that support its full compliance with security policies and procedures, data and identity protection measures, network functionality and software features.

4. Inventory Management:

The OPFC must coordinate with KCATA pass program staff to develop an efficient system to maintain and manage in-stock inventory of pass products; establish a minimum threshold for replenishing in-stock inventory, monitor and track inventory against daily pass orders and sales; and incorporate outgoing and in-stock inventory data in regular and on-demand reports KCATA requires. The selected OPFC will provide an inventory count and balance monthly to KCATA. Any discrepancies should be noted and explained. KCATA has the right to conduct an inventory with advance notice provided to the OPFC.

5. Warehousing:

Twice yearly pre-determined by KCATA and the OPFC, bulk inventory of passes will be shipped from KCATA headquarters to the OPFC on-site, climate-controlled facility for safe, secure storage.

6. Shipping Turnaround and Rate:

The OPFC must provide a reasonable schedule that guarantees shipping, delivery and mailing of passes, along with cost-effective and competitive rates.

VI. Pass Sales Performance and Tracking Reports:

KCATA pass program staff will provide the OPFC formats for tracking and generating sales performance reports covering online and pass outlet sales. The OPFC will manage sales data for each report and provide reports as indicated – monthly, quarterly and every six months. A breakdown in the types of reports is listed below:

1. 31-Day Pass Sales – Public, Employer and Private Outlets:

- Monthly Sales - All Pass Outlets (Alpha Order)
- Monthly Sales – Gross and Net (Commissions, Discounts and Promotions)
- Monthly Sales – Public Pass Outlets (Highest to Lowest)
- Monthly Sales – Employer Outlets (Highest to Lowest)
- Monthly Sales – Private Outlets (Highest to Lowest)
- Quarterly Sales – All Outlets (Alpha Order)
- Pass Orders and Sales Summary (Six-month Intervals: Jan. to June, July to Dec.)
- Pass Sales by Type (Six-month Intervals: Jan. to June, July to Dec.)

2. 31-Day Pass Sales – RideKC.org:

- Monthly Sales
- Quarterly Sales
- Pass Orders and Sales Summary (Six-month Intervals: Jan. to June, July to Dec.)
- Pass Sales by Type (Six-month Intervals: Jan. to June, July to Dec.)

3. 7-Day Pass Sales – Public and Private Outlets:

- Monthly Sales – Public Pass Outlets (Highest to Lowest)
- Monthly Sales – Private Outlets (Highest to Lowest)
- Quarterly Sales – All Outlets (Alpha Order)
- Pass Orders and Sales Summary (Six-month Intervals: Jan. to June, July to Dec.)

4. 7-Day Pass Sales – RideKC.org:

- Monthly Sales
- Quarterly Sales
- Pass Orders and Sales Summary (Six-month Intervals: Jan. to June, July to Dec.)

5. 3-Day Pass Sales – RideKC.org:

- Monthly Sales
- Quarterly Sales
- Pass Orders and Sales Summary (Six-month Intervals: Jan. to June, July to Dec.)

6. 10-Ride Pass Sales – Public Outlets:

- Monthly Sales
- Quarterly Sales
- Pass Orders and Sales Summary (Six-month Intervals: Jan. to June, July to Dec.)

7. 10-Ride Pass Sales – RideKC.org:

- Monthly Sales
- Quarterly Sales
- Pass Orders and Sales Summary (Six-month Intervals: Jan. to June, July to Dec.)

VII. Web-based Shopping Cart:

The OPFC must be able to manage e-commerce transactions for individual customers and pass outlets made up of employers, retailers, organizations and agencies that order and sell transit passes. KCATA anticipates use of its online store at RideKC.org as the initial step in the ordering process. The OPFC should propose recommendations for integrating the Agency's shopping cart and payment gateway with its system, along with the following for completing ordering and payment transaction:

- Creating individual customer accounts
- Creating business accounts, some with discount options
- Order confirmations
- Creating individual and business invoices
- Creating records tracking customer and business transactions
- Shipping and delivery confirmations
- Creating individual and business ordering and payment history

VIII. Sales, Financial Accounting and Reporting Pass:

- Monthly sales reports that provide units and dollars would need to be provided for each type of sales channel. Each sales channel would need to provide detail on type of pass, face value of pass, pass discount (if applicable), quantity, etc.
- A reconciliation would need to be provided that supports total amounts collected from each channel and funds turned over to KCATA for settlement. Frequency of settlement process between KCATA and OPFC would need to be determined. Weekly settlement would be ideal but KCATA is willing to discuss alternatives.

IX. Returns Processing:

Monthly reports similar to pass sales reports would need to be provided for any returns processed by OPFC along with reason for return of passes.

X. Credit and Collections:

KCATA would like information from OPFC on ability to fully handle credit and collections for this service.

XI. Cost Information:

Proposers will provide information on approach and proposed cost structure for completing these activities. Information on the impact of volume changes in pass sales and/or changes in the types of passes offered by KCATA should also be provided.

B. Requirements of the Request for Information (RFI):

1. **Questions or Comments.** Questions may be submitted in writing via email to Tamika McDonald at tmcdonald@kcata.org no later than 2:00 P.M., July 23, 2018. KCATA anticipates having an answer by close of business July 25, 2018.
2. **Deadline for Response to RFI.** Responses to the RFI are due no later than 2:00 p.m., August 8, 2018. KCATA reserves the to extend the deadline for responses at its sole discretion.
3. **Communication During the RFI Period.** The primary point of contact during the open procurement process is the Buyer. All communication shall be directed to Tamika McDonald, Sr. Buyer prior to the established deadline.
4. **Format of Responses.** Responses to this RFI should be submitted via electronic mail (email) with all applicable response documents attached in Portable Document Format (.pdf). Proposers may also send a hard copy response. The label should clearly identify the content as **RFI #18-7001-34A Transit Pass Fulfillment Services**. Please deliver to the address below.

Kansas City Area Transportation Authority
Shipping & Receiving
Attn: Tamika McDonald, Procurement
1350 E. 17th Street
Kansas City, MO 64108

NOTE: There are email file size limitations. If your response is larger than 10MB please provide a hard copy submission.

The KCATA reserves the right to incorporate in a solicitation, if issued, any recommendations presented in the response to this Request for Information.

5. **Method of Delivery of Responses.** The email submission response shall be submitted to tmcdonald@kcata.org. It is the responsibility of the respondent to deliver the response to the address provided. KCATA will not assume any responsibility for misdirected emails. The subject line shall read “**RFI #18-7001-34A Transit Pass Fulfillment Services**” to ensure that the response is properly identified and evaluated by KCATA.
6. **Format and Content of Responses.** Responses to this RFI shall not exceed 30 pages, double -sided 8.5”x11” pages of text with a cover letter that shall be signed by an officer authorized to submit the response on behalf of the firm. The letter must contain the following:
 - a. Identification of proposing firm(s), including name, address, telephone number(s) and email addresses of each subcontractor.
 - b. Name, title, address, telephone number and email address of the contact person for the project.