

THE PORT AUTHORITY OF NY & NJ

PROCUREMENT DEPARTMENT
4 WORLD TRADE CENTER
150 GREENWICH STREET, 21ST FLOOR
NEW YORK, NY 10007

REQUEST FOR INFORMATION

TITLE: **MOBILE APP WAYFINDING FOR THE PORT
AUTHORITY BUS TERMINAL**

NUMBER: 50846

RESPONSE DUE DATE: October 6, 2017 **TIME:** 2:00 PM EASTERN TIME

QUESTION DUE DATE: September 19, 2017 **TIME:** 2:00 PM EASTERN TIME

BUYER NAME: ALEX P. SIEGAL
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EMAIL: asiegal@panynj.gov

1. GENERAL INFORMATION: THE PORT AUTHORITY OF NEW YORK AND NEW JERSEY and THE PORT AUTHORITY BUS TERMINAL (PABT)

The Port Authority Bus Terminal (PABT) in Manhattan is the busiest bus terminal in the world, with an estimated 260,000 passenger trips and 7,900 bus movements each weekday. In addition, the PABT has over thirty retail tenants visited by thousands of people daily. The PABT serves both commuter bus carriers and mid- and long-distance bus carriers, which means that there are a number of commuters who use the PABT daily, as well as many infrequent travelers who come from all over the world and are often unfamiliar with the PABT as well as New York City itself.

For background on The Port Authority of New York and New Jersey (the “Port Authority”), which owns and operates the PABT, see www.panynj.gov. Additionally, the most recent electronic version of the Port Authority’s Annual Report is available at <http://www.panynj.gov/corporate-information/annual-reports.html>

2. OVERVIEW

Navigating the PABT is complicated and daunting for many travelers. In addition to two building wings and multiple gates, there are multiple entrances and exits and several means for getting to the same location. Hundreds, if not thousands, of people need assistance with finding their way each and every day.

The Port Authority is seeking information from firms (Respondents) that design and develop mobile apps for indoor wayfinding in complex buildings in order to understand what technologies are available and what might work best to serve the needs of our patrons. To the extent that these apps can work with other wayfinding systems (e.g., kiosks), the Port Authority is interested in understanding that as well. The Port Authority anticipates, but does not guarantee, that a procurement related to wayfinding mobile apps at the PABT will be undertaken as a result of the information received pursuant to this Request for Information (RFI).

The Port Authority will not preclude firms or organizations who do not respond to this RFI, nor will it preclude firms or organizations who do respond to this RFI, from participating in any possible future procurements related to wayfinding mobile apps at the PABT. Further, the Port Authority encourages companies that have designed and developed wayfinding apps for other industries beyond transportation (e.g., hospitals, educational institutions, etc.) to respond to this Request for Information.

3. PROJECT SUMMARY

The PABT is composed of two wings – the original South Wing, which spans an entire city block between 8th and 9th Avenues and 40th and 41st Street, and the North Wing, which was added later and runs from 41st Street to 42nd Street and half the block between 8th and 9th Avenues. Together, the two wings accommodate 130 gates and platforms comprising 195 different loading positions (some gates can accommodate multiple loading positions). Departures are situated on the Lower Level, and 3rd and 4th floors of the South Wing, and the Lower Level, and the third floor of the North Wing (though gates are accessed from the Lower Levels in both buildings, 2nd and 4th floors

of the South Wing and 3rd floor of the North Wing). There is a Main Ticket Plaza, but several carriers have other ticket window locations as well as vending machines throughout the building. Finally, there are three floors of regular daily parking above the South Wing bus operations.

To help customers more easily navigate the PABT on their own, with minimal help and confusion, the Port Authority is looking toward mobile apps and related mobile technologies.

4. GOALS AND OBJECTIVES OF THIS RFI

The goal of this RFI is to better understand how mobile apps and related mobile technologies could be used to improve wayfinding within the PABT, particularly for infrequent travelers. Specifically, the Port Authority is looking for information related to the following questions:

A. Base Questions

1. Are there certain interfaces, platforms and/or software programs required for your app to function? If so, what are they and must they be purchased and/or configured separately?
2. What information is required from the Port Authority to develop a wayfinding app specific to the PABT?
3. Must the building have any particular hardware installed for the app to function?
4. Does your app require a connection to the internet, GPS, NFC, Bluetooth, WiFi signal, beacons, digital fingerprinting, something else, or some combination?
5. What kind of maintenance is required? Please describe the maintenance requirements both with respect to the app and any associated physical infrastructure required for functionality
6. How do you address updates and upgrades to the app and physical infrastructure and how frequently are they made?
7. Roughly how long does it take to design, develop, and implement such an app?

B. Navigation Questions

1. Does your app provide turn by turn navigation?
2. Is there a notification if the user turns the wrong way?
3. Is automatic positioning available?
4. Does your app have voice activation capability?
5. Can your app provide/link to other directional information within the building, as well as wayfinding? For example, if a person knows the carrier and destination, but not the gate, could your app help them identify the correct gate as well as the directions to the gate? Similarly, if a person knows the carrier only, could your app help identify the gate and then navigate to the gate? Finally, if a person knows he/she wants to go somewhere outside the building, can your app help link to outside mapping to find the best route out of the building?
6. If there are multiple options for a user (e.g. bathrooms), does your app provide all options shown or direct him/her to the closest option? (In other words, does it offer route optimization?)

7. How does your app deal with temporal issues affecting navigation? (e.g., part of the building is closed overnight; escalators change directionality during the day to help with pedestrian traffic flow)
8. What other features does your app have that have not been addressed here and about which you would like us to know?

C. Patron-Related Questions

1. Is there a mode for individuals with various special needs (e.g., physical or vision impairments)? If so, how does it work and what needs does it address?
2. Does your app identify handicap access routes?
3. Are multiple languages available and, if so, which ones?
4. Does your app already link to/integrate with other apps? If so, which ones and for what types of functions?

D. Additional Features Questions

1. Do you offer other means of interacting that connect to the app (e.g., kiosks) and how do they work together?
2. What other digital options are available to make customers aware that the app can be used, especially for infrequent patrons (e.g., push notifications when someone enters the building, QR codes, etc.)?

E. SUBMISSION OF INFORMATION

The Port Authority intends review responses on an ongoing, rolling basis, as submissions are received. The final date and time for submission (“Final Submission Date”) are each set forth on the cover of this RFI.

Each Respondent shall EMAIL a .PDF copy of its response to Alex P. Siegal at asiegal@panynj.gov by the due date and time conveyed on the cover page of this RFI. The subject line should clearly indicate the transmission is in response to the RFI for the Mobile App Wayfinding for the Port Authority Bus Terminal and include the RFI number #50846 listed on the cover page. Exclude any images in your response that could complicate the easy dissemination of your response.

The Response shall also include or identify:

A. Transmittal Letter / Executive Overview

1. The name, address, homepage URL and Federal Employer Identification Number of the Respondent;
2. Contact information (name, title, email, telephone number) of the individual who shall act as the Respondent’s contact with the Port Authority for further information requests and future solicitations, if any. In addition, at any time after the opening of the responses to the RFI, the Port Authority may request additional information relating to the Respondent’s qualifications and will use this individual as the point of contact for these queries.

3. A brief description of the Respondent, its lines of business, organization, mission, affiliates, objectives, location, years in business under its present business name, and a list of previous business names used, if any.
- B. A signed copy of *Attachment A* (Agreement on Terms of Discussion) hereof.
- C. Responses to questions identified in Section 4 – Goals and Objectives of this RFI.
- D. A description of the Respondent’s experience in providing wayfinding apps or related mobile technologies. Provide a client list identifying or describing the following:
 1. Client;
 2. A description of the installed system;
 3. Contract timeframe (beginning/end);
 4. Value of Contract.

F. QUESTIONS AND COMMUNICATIONS REGARDING THIS RFI

All communications concerning this RFI should be directed, to the Buyer listed on the cover page. All questions regarding this RFI should be submitted by email to the Buyer at the email address listed on, and by the due date and time set forth on, the cover page.

The Buyer is authorized only to direct the attention of prospective Respondents to various portions of this RFI so that they may read and interpret such portions themselves.

Neither the Principal Buyer nor any other employee of the Port Authority is authorized to interpret the provisions of this RFI or give additional information as to its requirements. If interpretation or other information is required, it will be communicated to Respondent by written addenda and such writing shall form a part of this RFI

G. CONFERENCE / MEETING

At any time after the receipt of responses, Respondents may be asked to attend an informal discussion with staff of the Port Authority regarding further clarification of the response and/or for additional information. Any such informal discussion will last for two (2) hours and consist of one hour for a presentation and demonstration of the app by the vendor and one hour for questions/answers. Selection of such firms, if any, will be at the sole discretion of the Port Authority based on review of submitted material and other information gathering. To facilitate the free flow and exchange of ideas and information, the Port Authority intends to meet with Respondents separately. The Port Authority will communicate the date, time, place and objectives of such conference in due course.

Note: The Port Authority may schedule and hold individual conferences with select Respondents on a ‘rolling basis,’ as responses are received by the Port Authority, which may be prior to the Final Submission Date.

H. GENERAL

The Port Authority reserves the right to conduct interviews, issue a solicitation for a proposal, or to perform none of the above.

The Port Authority reserves the unqualified right in its sole and absolute discretion to choose to accept or reject any and all firms responding to this RFI on the basis of an evaluation of the responses to the RFI. The Port Authority also reserves the unqualified right to request further information from any Respondent.

Neither the expression of your organization's interest, nor the submission of your response to the RFI and any documents or other information supplied by you, nor any correspondence, discussions, meetings or other communications between your organization and the Port Authority, shall impose any obligation on the Port Authority. The Port Authority shall have no obligation to any Respondent. Costs of participation or information preparation are not compensable or reimbursable by the Port Authority.