



SERVICES: TEXTMARKS BRAND TEXT MESSAGING

1. SCOPE

1.1 This specification covers the requirements for bus arrival predictions using SMS text messaging. Customers send an SMS text message to 41411 using a stop identification number and the service will send a text message back with bus arrival predictions for the stop associated with the stop id number.

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2. GENERAL INFORMATION

2.1 DEFINITIONS N/A

2.2 ACRONYMS

2.2.1 API: Application Programming Interface

2.2.2 CTA: Chicago Transit Authority

2.2.3 SMS: Short Message Service

2.3 APPLICABLE INFORMATION

2.3.1 The version of a standard, code, statute, or guideline referenced herein that is current on the date of release applies.

2.3.2 Sub-sections that are “Not Applicable” to this specification are indicated with “N/A.”

2.3.3 The Contract Document will provide information for contacting the appropriate CTA contact personnel.

3. DELIVERABLES

3.1 PRE-AWARD

3.1.1 The potential Contractor must provide the following items with its bid or within five (5) business days of CTA’s request:

- a. Documentation: Contractor’s experience furnishing the services detailed in this specification (see paragraph 4.2.1).
- b. Documentation: Contractor’s references (see paragraph 4.2.2)

3.2 POST-AWARD

3.2.1 The Contractor must provide the following items after award of Contract or within five (5) business days of CTA’s request:

- a. Schedule of Work
- b. Submittal Schedule



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4. CHICAGO TRANSIT AUTHORITY CONTRACT REQUIREMENTS

4.1 QUALITY CONTROL AND ASSURANCE

4.1.1 The Contractor must state the titles/positions of the individuals or persons in charge of correcting unsatisfactory services.

4.2 CONTRACTOR REQUIREMENTS

4.2.1 The Contractor must be a professional business entity with at least five (5) years' experience furnishing delivering similar services to those specified in this specification. The CTA requires documentation meeting the requirements of this specification with the bid response package, or within five (5) business days of the CTA request.

4.2.2 The Contractor must furnish in the Contractor's bid response package a list of three (3) references, including the name of the company, contact name and phone number, to which similar services have been provided within the last two (2) years. The CTA requires documentation meeting the requirements of this specification with the bid response package, or within five (5) business days of CTA request.

4.3 DETAILED REQUIREMENTS

4.3.1 CTA currently uses TextMarks, Inc. for Bus Tracker alert SMS text messages. Customers can both subscribe to and request text messages for bus arrival predictions. While the Clever Devices contract provides the development of an interface to an SMS text messaging provider, CTA must contract directly with such a service provider to transmit the messages to the end customer via the various cellular providers.

4.3.2 Clever Devices has already completed the required integration work with TextMarks, Inc., a text messaging service provider, using its API (application programming interface). TextMarks has also provided the CTA with its dedicated short code (41411) for customers to use when requesting bus arrival predictions through SMS text messaging.

4.3.3 Bus stop decals with the 41411 dedicated short code are posted at each CTA Bus Stop.



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4.4 PERFORMANCE REQUIREMENTS

4.4.1 The following expectations and deliverables must be provided:

- a. An ad-free two-way text messaging package using the dedicated short code 41411.
- b. Text messaging package must provide 3,000,000 text messages per month.
- c. Technical support provided if text messaging system is not functioning properly.
- d. Access to TextMarks portal provided to CTA admin(s) for viewing historical trends, usage history and manage groups.

4.5 SAFETY REQUIREMENTS N/A

4.6 WARRANTY INFORMATION N/A

4.7 DELIVERY, STORAGE, HANDLING N/A

4.8 APPROVED AND NON-APPROVED ITEM INFORMATION N/A

4.9 ADDITIONAL INFORMATION FOR POTENTIAL CONTRACTORS

4.9.1 Potential Contractors requiring any additional information must contact the CTA Procurement Administrator or Buyer listed in the Contract Documents. Potential Contractors requiring additional information from a person or persons potentially listed in the Special Conditions section of the Contract Documents must route their request through the Procurement Administrator or Buyer. Potential Contractors who contact any CTA personnel other than the Procurement Administrator or Buyer during the open bidding period will be in violation of the provisions set forth in the Contract Documents.

5. CHICAGO TRANSIT AUTHORITY CONTRACT WORK INSTRUCTIONS N/A

5.1 INSTALLATION N/A

5.2 TESTING AND COMMISSIONING N/A

5.3 FINAL INSPECTION N/A

5.4 FINAL ACCEPTANCE N/A

5.5 DEMOLITION, STORAGE, AND REMOVAL N/A



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6. APPENDIX N/A

DISTRIBUTION LIST:

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