

### **Addendum 3: CARTA Website Redesign**

Please see below for answers to questions from potential proposers:

1. CARTA is open to an incremental improvement of its website functionality. Please outline what can be accomplished with the existing budget, with recommendations on what features could be delayed.
2. What integration options are available with Go CARTA? CARTA currently uses Via for CARTA GO. Integration options are provided by Via.
3. Static Countdown Clarification
  - a. The RFP references countdown timers derived from static GTFS schedules. Given that CARTA currently uses Clever for real-time predictions, can you clarify why countdowns would be based on static schedules rather than real-time vehicle data? We are open to either. Naturally we prefer real-time, but recognize that would increase the development cost.
  - b. Is the intent to display scheduled arrival times, or real-time predictive arrivals? We are open to either. Naturally we prefer real-time but recognize that would increase the development cost.
  - c. Are you aware of potential rider confusion if static-based countdowns imply precision that does not reflect actual vehicle location data? Yes
4. Incline Railway – Real-Time Clarification
  - a. Does the Incline Railway currently publish GTFS and/or GTFS-RT data? GTFS static data is published but real time information is not available.
  - b. Is real-time operational data available for the incline service? No
  - c. How many vehicles operate on the incline at any given time (single car system vs. multiple vehicles)? 2
  - d. What is the expected real-time rider experience for the incline (scheduled times only vs. live arrival/status information)? Scheduled times.
  - e. For SMS/email related to the incline, is the primary intent operational notifications (service status, delays, ride availability) or marketing/promotional messaging? The Incline Railway website does not require SMS/email updates.
  - f. Should the incline SMS/email experience mirror fixed-route alert behavior, or is it intended to function differently? The Incline Railway website does not require SMS/email updates.
5. Multilingual & Dynamic Translation
  - a. When referencing “dynamic translation without browser-based plugins,” do you expect the CMS to manage translations natively, or are you seeking an

integrated translation workflow across systems? CARTA is not looking for an integrated translation workflow across systems.

- b. What languages are required at launch? English.
- c. Do you anticipate professional translation, internal review workflows, and ongoing updates for all service changes and alerts? No.
- d. Are you aware of the operational and cost implications of maintaining multi-language parity across dynamic service data and alerts? Yes

The RFP references offline functionality.

- 6. Can you clarify the underlying problem you are seeking to solve with an offline requirement? Users can access information when they are in a building with low or no connectivity or are in an area without good connection.
- 7. Are you intending to create a Progressive Web App–level experience, or limited offline access to static content? PWA
- 8. What rider scenarios are driving this requirement (low connectivity areas, emergency information, etc.)? Low connectivity areas
- 9. Are you aware that full offline functionality implies a significantly expanded technical scope similar to a rider application rather than a traditional CMS-driven website? Yes
- 10. What does integration with your current hiring system look like? Employment Application is a MagicForm on the Wordpress website.
- 11. When applications are submitted, where do they go? Emailed
- 12. What platform ingests applicant information? Currently Wordpress, but will by ATS360 by NetDynamics
- 13. Does that system allow API connections? Unsure
- 14. How would you like to improve the current process? Seamless integration
- 15. What feedback or complaints have you received about the existing experience?
- 16. Under "Core Objectives"
  - a. Unified Transit: Centralize information for Fixed Route, Care-A-Van, CARTA Go, Electric Shuttle
    - i. Can you confirm that the Incline Railway and Chattanooga Parking Authority will still have separate websites from CARTA Go, and are not part of this redesign other than providing relevant information about them with cross-linking on the redesigned website? Incline Railway will be separate, Chattanooga Parking Authority will be subsumed by this redesign.
- 17. For Fare Payment

- a. Existing systems identified are Token Transit, Ticketure (for Incline Railway) and the ParkMobile app (for Chattanooga Parking Authority) - is the intention that these all remain external systems to the website, with no direct integration, other than providing relevant information and cross-linking on the redesigned website? We expect there to be embeds and direction integration
18. For Service Alerts
- a. Is there an existing or preferred provider for sending emails and text (SMS) messages that the website integrates with (<https://www.gocarta.org/using-carta/text-alerts/>)? We currently use Twilio
  - b. Does this 3rd party provide facilities for managing the subscriber database, or is that independent? If so, can you specify? We use hubspot
  - c. Is the subscriber database segmented in a way that distinguishes which alerts are sent to which subscriber? Yes, there are different segments in hubspot
19. For HR/Applicant Tracking System
- a. What existing portal is CARTA using for this? We are currently implementing ATS360 by NetDynamics within NetSuite
20. For CMS and Training
- a. The existing CMS is WordPress (also for Incline Railway, and Squarespace for Chattanooga Parking Authority- if relevant). It would be useful to know how CARTA users feel about WordPress, and their degree of existing skill in managing content with WordPress.
  - b. Are applications currently handled through an embedded form managed on your website, or integrated with a formal HR/ATS system (e.g., ADP)? Embedded MagicForm in Wordpress
  - c. When referencing “careers portal integration,” are you seeking deeper ATS integration or simply an improved user experience around your current workflow?
21. Is <https://ridetheincline.com/> the current incline site included in scope? The new carta website should integrate with this website, but ridetheincline.com will remain a separate website.
22. Is real-time vehicle information available for the incline? No.
23. Is the incline operated as a single vehicle system or multiple vehicles? The Incline Railway operates as 2 counter-balanced vehicles
24. What is the intent of SMS/email signups for the incline: operational alerts or marketing/promotional messaging? SMS/email signups are not anticipated for the Incline Railway site since it will remain a standalone website but linked to CARTA's main site.
25. How does this differ from fixed-route SMS/email alert expectations? This is not required for the Incline Railway.

26. How do you coordinate cross-marketing or service transitions with other transportation providers (e.g., Greyhound)? N/A
27. Does Via's platform/API allow the level of integration being requested within the website mobility hub? You would have to ask Via or do your own research
28. Are there technical or contractual limitations that may impact integration depth? We need a website that is easy to maintain and doesn't require a full-time software developer to maintain.
29. Do you have a cross-departmental group that evaluates customer experience and digital impacts? Yes, we just hired our first Customer Service Manager recently
30. How often would you anticipate vendor collaboration meetings during the project? Weekly
31. What about post-launch? Monthly
32. Are you open to a retainer or minimum-spend model to support continuous improvement? Yes
33. Do you expect the selected vendor to manage site data security? The vendor must provide a secure solution. We are open to maintenance agreements.
34. Are there specific compliance standards that must be met? Accessibility requirements are a must.
35. Do you have an internal or external security team? N/A
36. Do you conduct routine security audits and monitoring (penetration testing, phishing simulations, etc.)? N/A
37. Do you maintain a Backup and Disaster Recovery (BDR) plan? N/A
38. Would you expect the selected vendor to implement or manage BDR? Yes
39. Do you have uptime requirements beyond 99.9%? No
40. Will the site store PII? Not directly, but it will integrate with ATS and ticketing software
41. Will the site process PCI-compliant transactions? Technically no. That would be handled by a third-party payment processor. We will integrate with 3<sup>rd</sup> parties like Token Transit for payment processing.
42. Is 24/7 support required? No
43. Do you have SLA expectations for response times? 4 hours outside work hours. 1 hour inside of M-F 8-5pm
44. How does IT manage change control with external vendors? We are developing a formal process, but don't have one yet.
45. What teams are available after hours for emergency response? IT Team will have on-call support
46. Several requirements reference specific technical solutions (offline mode, static countdown timers, PWA-like behaviors). Are these prescriptive solutions, or are you open to

alternative approaches if they better meet your underlying rider experience goals? We are open to alternative solutions.

47. How would you describe the primary problem this redesign is intended to solve?

48. Are there integrations not mentioned in the scope that should be accounted for? No

49. Will the current vendor continue supporting the existing website until launch? Open to proposals either way

50. Are you open to structuring portions of the digital solution as an ongoing service rather than a one-time design/build engagement? Yes

*Annie Powell*

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