

CHICAGO TRANSIT AUTHORITY
DETAIL SPECIFICATION
FOR
SERVICES: TEXTMARKS BRAND TEXT MESSAGING
CTA SPECIFICATION NO. 9950-17

1. SCOPE

- 1.1. This specification covers the requirements for bus arrival predictions using SMS text messaging.
- 1.2. 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.

2. BACKGROUND INFORMATION

- 2.1. 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.
- 2.2. 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.
- 2.3. Bus stop decals with the 41411 dedicated short code are posted at each CTA Bus Stop.
- 2.4. Changing the text messaging service provider would require CTA to inform customers that a new short code will be needed to send Bus Tracker text requests. New decal stickers would also have to be purchased and installed on every bus stop sign.

3. DETAIL REQUIREMENTS

- 3.1. The following expectations and deliverables shall be provided:
- An ad-free two-way text messaging package using the dedicated short code 41411.
 - Text messaging package must provide 3,000,000 text messages per month.
 - Technical support if text messaging system is not functioning properly.

4. ADDITIONAL INFORMATION FOR POTENTIAL CONTRACTORS

- 4.1. Potential Contractors requiring any additional information shall 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 considered to be in violation of the provisions set forth in the contract documents.

DISTRIBUTION: Sr. Mgr., IT - Project Resources

SM/sm - Initial Specification - 6/22/10
CC, MH/bb - 3rd Revision - 01/10/17