



**Industry Notice #12-07
For Immediate Release**

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David Yassky
Commissioner/Chair

Smart Phone App-ortunity!

Office of
Public Affairs

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The New York City Taxi and Limousine Commission (TLC) today released a Request for Proposals (RFP) for a smartphone application that will allow passengers to pay their cab fare with their smart phone. Paying via smart phone could enable passengers to receive receipts by email (helpful for locating lost property or filing compliments/complaints) and potentially allow them to accumulate “points” or “rewards” through a frequent riders program, among other benefits.

While fare payment is the primary focus, the TLC is also interested in other functions such as locating lost property, alerting passengers to available taxis, allowing passengers to find other passengers for ridesharing, and providing customer service to passengers. The app would be developed and implemented at no cost to the City, and would be free of charge to passengers. However, there is potential for financial returns for the developer through the collection of credit card processing fees and advertising.

The RFP package is available for pick-up beginning Friday, March 16, 2012. The RFP may be obtained from the office of the Agency Chief Contracting Officer between the hours of 10:00 a.m. and 5:00 p.m., Monday through Friday, except holidays, at **33 Beaver Street, 22nd floor, New York, NY 10004** or via the **City Record website: <http://www.nyc.gov/cityrecord>**. Click on “Visit the City Record On-line (CROL),” then on “Search Procurement Notices.” Search using the **PIN: 156 12P00120**. You must register with the site in order to download the RFP. All parties who obtain the RFP package – electronically or otherwise – must provide: the organization’s name, address, telephone number, fax number, a contact person, and that person’s e-mail address. RFP packages will not be distributed without the above information.

Further details are available in the Notice of Solicitation.

The Notice of Solicitation may be viewed at:

http://www.nyc.gov/html/tlc/downloads/pdf/notice_of_solicitation_smart_ph_one_app.pdf