

25 June 2018

INVITATION

HSL IDEALAB CONTEST FOR NEW MOBILITY SERVICES

Table of Contents

1.	Procuring entity.....	3
2.	Background.....	3
3.	Object of the procurement	3
4.	Value of the procurement.....	6
5.	Description of the procurement process.....	6
6.	Selection of applications and comparison of applications.....	6
6.1.	Eligibility requirements	7
6.1.1	Applicant's details	7
6.1.2	Feasibility	7
6.1.3	HSL integration.....	7
6.2	Criteria for evaluating participation applications and related appendices	7
6.3	Information and documents required from the applicant in the invitation	8
6.4	Publicity of participation applications and related appendices	8
6.5	Grounds for rejection	9
7.	Submitting a participation application	9
8.	Procurement schedule	9
9.	Further information on the procurement.....	10
10.	Agreement.....	10

HSL IdeaLab Contest for New Mobility Services: procurement of pilots for new sustainable mobility services or related supporting services in the HSL area

1. Procuring entity

Helsinki Region Transport (HSL) is a joint local authority whose member municipalities are Helsinki, Espoo, Vantaa, Kauniainen, Kerava, Kirkkonummi, Sipoo, Siuntio and Tuusula. HSL began operating in 2010.

Some 370 million journeys are made on HSL's transport services annually. HSL's annual operating income is over €721 million, of which ticket revenue accounts for about €364 million.

HSL's responsibilities and duties:

- Planning and organizing public transport in the region and improving operating conditions
- Procuring bus, tram, Metro, ferry and commuter train services
- Preparing the Helsinki Region Transport System Plan (HLJ)
- Approving the public transport fare and ticketing system and ticket prices
- Marketing public transport and providing passenger information
- Organizing ticket sales and ticket inspections.

2. Background

The mobility revolution, digitalization and the transition from ownership to services will point mobility towards increasing demand and supply of mobility services and related supporting services. HSL's key duties are to offer attractive and efficient public transport in the HSL area and develop a functional overall mobility package in collaboration with other parties. In line with its strategy, HSL is involved in the transition towards service-based mobility, and it actively collaborates with companies and other organizations on the market. An essential element of HSL's activities is promoting sustainable modes of transport, such as public transport, walking and cycling. A further important goal is to reduce transport emissions.

The IdeaLab competition combines these two goals in that the proposed solutions may be related to sustainable mobility services, or they may support the emissions targets by means such as reducing the need to travel. In other words, the IdeaLab competition seeks to build sustainable mobility services and the related supporting services in the HSL area, in line with HSL's strategy. HSL is particularly interested in proposals that complement HSL's current service offering, or renew it, in a financially sustainable way that addresses customer needs. At least two or three proposals will be selected for piloting as a result of this competition. When the pilot is over, the target is for the piloting company, HSL and the member municipalities to have a common interest in continuing the service as a permanent part of HSL's service offering.

For further information on HSL's strategy, goals, duties and services, see <https://www.hsl.fi/>, <https://www.hsl.fi/en>.

HSL complies with the open data policy. Open information and ticket sales interfaces support independent service development by third parties. Further information: <https://www.hsl.fi/avoindata>, <https://www.hsl.fi/en/opendata>, <https://digitransit.fi/en/developers/>.

3. Object of the procurement

This invitation is published to seek pilot solutions in the area of sustainable mobility services and related supporting services. The solutions must complement or renew HSL's current service offering in a financially sustainable way that addresses customer needs. The solutions must follow HSL's targets (see Section 2) and Finnish legislation.

The following challenges and areas for development have been identified in the HSL area, and the IdeaLab competition seeks concrete pilot solutions to address these:

- Public transport services in areas of low demand or at times of low demand, such as feeder services for public transport trunk routes (known as “first mile”/“last mile” solutions) or local centers in the area.
- Better integration of special transport services offered by municipalities (for schoolchildren and users of social and healthcare services) into public transport services that are open to everyone.
- Guiding people who start their journey by car to use Park & Ride services optimally at a sufficient distance from the regional center. Encouraging ridesharing.
- Developing carpooling and ridesharing services in areas where cars are essential.
- Combining cycling and public transport in a more attractive way (such as parking/storage, services for electric bikes).
- Easing peaks in public transport. How can people be encouraged to travel “more evenly”?
- Reducing the emissions of people who travel by car (for example, by increasing the proportion of electric cars and other low-emission cars used or by reducing the use of cars).
- Reducing transport emissions by influencing the reasons for traveling and reducing the need to travel.
- Addressing journeys related to hobbies (including reducing the need to transport the equipment required for hobbies).
- Understanding the changes in mobility needs in real time and offering solutions.
- Efficiency of public transport (for example, journey times).
- Combining business and business-related journeys made by public transport with journeys involving transporting goods (including collection points for online stores).
- Journeys to schools and services in sparsely populated areas (timetabling, combination, bundling).

The pilot projects seek new solutions and alternatives to complement mobility services in the HSL area and the related supporting services. The solutions may apply to the B2C or B2B segments, as well as services related to the mobility of people and goods. The piloted services must be new in the HSL area: i.e. services not yet in use in the area.

The duration and timetable for the implementation of the pilot projects depend on the content and scope of the projects. The pilot area covers all or part of HSL’s operating area (Helsinki, Espoo, Kauniainen, Vantaa, Kirkkonummi, Kerava, Sipoo, Siuntio and Tuusula). Various parties operating in the transport sector or related sectors are sought as pilot partners, and they are required to have the capabilities and willingness to develop entirely new mobility services. The target group consists of current and potential HSL customers traveling in the HSL area.

The pilot solutions may include:

- Various physical mobility services that support or complement public transport (such as door-to-door services, first mile/last mile solutions, on-demand public transport solutions, feeder services to Metro stations, ride sharing and other shared mobility services)
- Ticketing and marketing collaboration (to reach out to new target groups)
- Travel chain combination and relay services, MaaS service entities
- Solutions that make everyday life easier in any other way or reduce the need to own a car or travel by car (such as services for transporting goods, online store deliveries to home/work addresses or self-service machines, including food, shared transportation of goods, bringing everyday services to the home) integrated with HSL’s services and customers.
- Information collaboration (such as added-value services for the HSL app/Journey Planner, visibility of information from providers of transport and other services)
- Innovative services that increase sustainable mobility in terms of work or work-related travel and/or may be integrated into employers’ financial management processes
- A solution that guides people towards using public transport and other mobility services in a smart way
- A real-time, customer-friendly ride-sharing platform for residents of car zones or other ride-sharing solutions
- Other solutions that are compatible with the content of this invitation.

The number of pilots that will be procured is two, three or more, subject to HSL's decision. Each pilot will last for three to six months and will take place between 1 December 2018 and 31 December 2019. The pilots may also take place at a different period depending on when the procurement contracts are signed. Before the actual pilot period, an approximate period of two to three months will be reserved to prepare the pilot as required (including technical consolidation and communication), and an approximate period of one month will be reserved for analyzing the results after the pilot is complete.

Division of labor between the applicant and the procuring entity

Applicant:

The applicant (the party implementing the pilot) will be responsible for preparing the implementation of the pilot and for practical implementation in accordance with the plan set out in the participation application. The party implementing the pilot is responsible for documenting the pilot (images, videos, and other material) and providing HSL with a final report. The party implementing the pilot retains the IPR to the piloted service, and HSL has no demands other than those stated in the section, "What HSL offers the applicant".

Applicant and procuring entity together:

The applicant and HSL will be jointly responsible for planning the evaluation of the pilot, including indicators, and the practical implementation of the evaluation.

HSL will assist the applicant if necessary in selecting a pilot site/area, contacting third parties such as municipalities, and discussing ideas (sparring) for the customer experience plan and/or concept and related preparations. If necessary, HSL may also assist in user recruitment and customer communication via its own channels. The applicant will also be responsible for practical implementation in relation to these matters, and the applicant's participation application must clearly state what assistance the applicant requires from HSL.

The applicant's participation application must describe the technical implementation plan for the pilot, as well as any necessary integrations into HSL's systems. HSL will support the pilot if necessary by carrying out technical integration work that can be completed with a reasonable work input.

What HSL offers the applicant:

HSL offers the foregoing resources for the use of the party implementing the pilot (sparring, expert work, reasonable technical consolidation, contact with HSL municipalities and HSL transport operators, communication with HSL's customer base).

In addition, HSL will provide the party implementing the pilot with the option of extensive visibility in the HSL area, the possibility to trial its own solution in a real-life environment (a million journeys are made in the HSL area every day) and a reference.

Following a successful pilot period, the goal is for the parties to have a shared desire to continue the service as part of HSL's service offering. However, HSL will not be obliged to continue the service after the pilot, nor can HSL oblige the party running the pilot to continue the service after the pilot. HSL will not take ownership of the IPR to the piloted solution, but HSL will retain a license to use the piloted solution for five years after the end of the pilot in the HSL area, including in the event that the service is not continued immediately after the pilot ends. However, a decision must be made on whether to continue the service within six months of the end of the pilot. If HSL does not wish to continue the pilot service with integration into HSL after the pilot, the pilot partner will be free to continue providing the service in the HSL area without HSL integration.

Pilot services that do not have a cost impact for the HSL municipalities can be continued by mutual agreement between the pilot partner and HSL for five years after the pilot. In such cases, the service will operate without municipal subsidies. If continuing the service gives rise to cost impacts (such as a need for subsidies), the Executive Board of HSL will make a separate decision on procurement (direct procurement or a new competitive tendering process in accordance with Section 43, Subsection 2, Point 9 of the Act on Public Contracts and Concessions of Entities Operating in the Water, Energy, Transport and Postal Services Sectors).

HSL will make an evaluation on its own terms regarding the success of the pilot and, therefore, its desire to continue the service as a permanent part of the service offering with the help of the following criteria:

1) How well the service meets customer or passenger needs and corresponds to HSL's strategy; 2) How well the service can be functionally and technically integrated into HSL's other services and systems; and 3) The cost-efficiency and business profitability (in other words, minimizing the need for subsidies).

4. Value of the procurement

The maximum value of one procured pilot is €500,000 (not including value-added tax) for the period from 1 December 2018 to 31 December 2019. The maximum total value of pilots is €1,000,000.

The participation application must state the total price of the pilot in such a way that the price includes all costs that HSL will incur, including any subsidies required by the service. The participation application must itemize the cost structure of the pilot. The procuring entity will not make any separate payments for travel, accommodation, material, development or other expenses. Pilots may obtain funding from other sources, providing that this does not affect the matters required in this invitation. The price of the pilot may include the costs incurred in operating and maintaining the service, but not the costs of marketing and advertising.

5. Description of the procurement process

The procurement process is a design competition in accordance with Sections 58 and 59 of the Act on Public Contracts and Concessions of Entities Operating in the Water, Energy, Transport and Postal Services Sectors (1398/2016). This invitation document also constitutes the rules of the design competition.

The design competition will be initiated by making a related notification on the EU's TED notification channel (<http://ted.europa.eu/udl?uri=TED:NOTICE:269465-2018:TEXT:EN:HTML&src=0>). This competition invitation will be published on the design competition website once the notification has been published.

The outcome of the design competition will be the selection of two, three or more pilots on the basis of the criteria stated in this invitation and the judges' selection. The judges will rank the applications in order of superiority, and as many applications will be selected as can be covered by the budget. The procurement exceeds the EU threshold value in accordance with Section 13 of the Act on Public Contracts and Concessions of Entities Operating in the Water, Energy, Transport and Postal Services Sectors.

The procuring entity can suspend the procurement procedure in whole or in part. If no suitable solution providers are identified in the design competition, HSL reserves the right to continue the design competition.

After the design competition has ended, the procuring entity may invite the winners to participate in contract negotiations related to the procurement of the competition work (pilot).

6. Selection of applications and comparison of applications

The procuring entity will exclude the applicant from the tendering competition if it is subject to any of the compulsory grounds for exclusion stated in Section 84 of the Act on Public Contracts and Concessions of Entities Operating in the Water, Energy, Transport and Postal Services Sectors. The applicant must ensure that the requirements of the Act on Public Contracts and Concessions of Entities Operating in the Water, Energy, Transport and Postal Services Sectors concerning the applicant's eligibility are fulfilled. The applicant must also ensure that the requirements of this invitation and its appendices are fulfilled.

Several entities can offer pilots jointly. In such cases, the party submitting the participation application will act as the contact person and negotiating partner towards the procuring entity. Subcontractors may be used to implement the procurement. The application must state any subcontractors used by the participant, and the same minimum requirements will apply to subcontractors as to the party submitting the participation application. The same information and clarification must be provided for subcontractors as is required for the applicant in accordance with the invitation. The party submitting the participation application is responsible for the work of subcontractors as if it were its own.

No compensation will be paid for the costs incurred in making or presenting a bid or participating in any other procedure.

6.1. Eligibility requirements

6.1.1 Applicant's details

The applicant must have fulfilled its statutory obligations in the manner required by legislation.

The applicants selected for the pilots must provide the procuring entity upon request with certificates (see Appendix 1A/B: Applicant's Details).

6.1.2 Feasibility

This competition seeks to identify solutions that can be implemented in practice with end users during the stated pilot period (from 1 December 2018 to 31 December 2019).

6.1.3 HSL integration

The offered solution must have the capability to perform technical integrations, if applicable.

The offered solution must be integrated into HSL's payment system, if applicable. In other words, it must be possible to use it via the HSL app or HSL's OpenMaaS ticket sales interface.

6.2 Criteria for evaluating participation applications and related appendices

The opening of applications will not be a public event. The panel of judges convened by HSL will evaluate the participation applications that correspond to the invitation and that were received by the deadline. The participation applications will be anonymized. The jury consists of HSL's expert representatives, representatives of HSL's owner municipalities and other experts. The jury may use, for example, technical or other expert opinions to support its decision-making.

The judges will assess the participants' proposals anonymously and exclusively on the grounds presented in this invitation. The price will not affect the judges' selection.

The participation applications will be evaluated on the following bases and in such a way that zero points means that the criterion is not fulfilled, and there is a maximum point score for each sub-criterion (depending on the question three points or six points means excellent fulfilment of the criterion):

- 1) Feasibility
- 2) Impact
- 3) Scalability
- 4) Customer orientation

Feasibility (0–15 points)

- The proposal's description of the actions, timetable and resources indicates that the pilot can be implemented with a high standard of quality and that success is measurable. (0–6 points)
- The user orientation of the service or product and the ability to reach end users is clearly described. (0–3 points)
- The description of marketing and sales channels indicates how customers will be reached. (0–3 points)
- The technical implementation description indicates how the solution will be implemented within the timetable presented in the invitation, and how any applicable integration into HSL's systems will be implemented. (0–3 points)

Impact (0–12 points)

- The service will improve the usability and service level of public transport, or otherwise reduce the need to travel by car. (0–3 points)
- The impact of the service in terms of promoting sustainable forms of mobility and/or reducing emissions is clearly described. (0–3 points)
- The solution is aligned with HSL’s strategy and it provides new perspectives and alternatives for mobility challenges in the HSL area. (0–3 points)
- The solution has a broad target group, and it can be expected to attain a large number of users. (0–3 points)

Scalability (0–12 points)

- The service is planned and described in such a way that it could be introduced into other environments and target groups. In other words, the service is suitable for more than just a specific local area or a narrowly defined target group. (0–3 points)
- The service has a functional business model and clearly described business potential. In addition, the subsidy level of the pilot is as low as possible. (0–6 points)
- The option of expanding the piloted service as a permanent service is clearly and credibly described. (0–3 points)

Customer orientation (0–9 points)

- The applicant’s description of the customer need and demand for the service is clear. (0–3 points)
- The applicants’ description of the service’s user groups, user orientation and customer value is clear. (0–3 points)
- The service can be combined with existing public transport services. (0–3 points)

6.3 Information and documents required from the applicant in the invitation

In order to participate in the contest, the applicant must fill in the three documents listed below.

Appendix 1A/B: Applicant’s Details

The procuring entity has set minimum eligibility requirements that the applicant must meet (Section 6.1). These requirements appear in Appendix 1A/B: Applicant’s Details. The requirement must be answered unambiguously “Yes”, or the participant will be excluded from the competition. The participants that fulfil the eligibility conditions must separately provide upon request the documents stated on the form before the agreement is signed.

Appendix 1A is for entities with a Business ID.

Appendix 1B is for natural persons.

Appendix 2: Application Form

In order to participate in the competition, the applicant must fill in Appendix 2: Application Form. The completed application form may be no longer than ten (10) pages (A4) and the size must not be greater than 8 MB. The judges will evaluate the applications in accordance with the evaluation criteria in Section 6.2. Any additional information must be included in the maximum number of pages and the maximum size of the application. The application must follow the structure of Appendix 2: Application Form.

Appendix 3: Price Form

The applicant must fill in Appendix 3: Price Form.

6.4 Publicity of participation applications and related appendices

The publicity of procurement documents is regulated by the Act on the Openness of Government Activities (621/1999). The application documents and information provided by those participating in procurement are generally published in conjunction with the procurement process. The application documents will be released

to interested parties – other applicants – when a procurement decision has been made, and they will be released to the public when the procurement agreement has been made.

The participant must clearly mark the material that it delivers to indicate which information it deems to fall within the scope of business or professional secrecy, and this information must be clearly separated from the other material in the participant's application. The participant must mark as secret ("SALAINEN" in Finnish) the information or appendices that are business secrets in the application. The procuring entity will decide on any applicable confidentiality in accordance with the Act on the Openness of Government Activities. The price of the pilot cannot be secret.

6.5 Grounds for rejection

The procuring entity will exclude the applicant from the competition if it is subject to any of the compulsory grounds for exclusion stated in Section 84 of the Act on Public Contracts and Concessions of Entities Operating in the Water, Energy, Transport and Postal Services Sectors. The procuring entity may exclude the applicant from the competition if it is subject to any of the discretionary grounds for exclusion stated in Section 81 of the Act on Public Procurement and Concession Contracts (1397/2016).

The eligibility requirements set for applicants are stated in Appendix 1A/B: Applicant's Details. The procuring entity will exclude from the competition any applicants that do not meet the eligibility requirements.

Applications will be rejected if the requirements presented in the notification or invitation are not met, the application does not correspond to the invitation or the application is submitted after the deadline.

7. Submitting a participation application

An application prepared in the specified form in English or Finnish should be emailed, along with related appendices, by 4 September 2018, 4:00 pm Finnish time to idealab@hsl.fi. The application must be valid until 31 March 2019. The subject of the email must include "283/00.01.05.00/2018 HSL IdeaLab Contest for New Mobility Services/Application/Applicant's name".

The application must include the applicant's name and contact details, and the email address to which the decision should be sent. Information about the company/participant should be included in Appendix 1A/B: Applicant's Details, and not in the application. No company details or personal details may appear in the documents that will be evaluated by the judges. If the foregoing information is revealed in the documents to the judges before the winner is selected, the application may be excluded from the competition.

8. Procurement schedule

All of the applicants who submitted an application will be informed by email of which parties were selected to implement pilots on 30 October 2018 at the earliest.

An indicative, non-binding timetable is presented in the table below.

PHASE	TARGET TIMETABLE
Competition invitation is published	25 June 2018
DL for submission of additional questions	20 July 2018
Answers to additional questions are added on the competition website	14 August 2018 at the latest
DL for submission of applications	4 September 2018, 4:00 pm Finnish time
Jury selects the winners of the competition	15 October 2018
Executive Board of HSL makes the procurement decision, after which all participants are notified of the decision	30 October 2018

HSL negotiates the pilot agreement(s) with the winner(s)	Initial timetable: 1-30 November 2018
HSL and the selected pilot partner(s) sign a procurement agreement	Initial timetable: By 30 November

9. Further information on the procurement

Any additional questions related to the IdeaLab competition should be emailed to idealab@hsl.fi by 20 July 2018. All of the questions and answers will be compiled and published on 14 August 2018 at the latest at <https://www.hsl.fi/idealab>. To guarantee that the participants are treated equally, questions asked in any other way cannot be answered.

10. Agreement

The procurement agreement for the selected pilots will be subject to the terms and conditions of public procurement or the terms and conditions of public IT procurement as applicable with regard to the nature of the object of procurement.

The applicant agrees to comply with HSL's data protection and information security guidelines (see HSL's Privacy Policy at <https://www.hsl.fi/en/privacy> and Appendix 4: HSL Information security policy_22032018_EN).

The applicant agrees to comply with HSL's service design guidelines and the procurement agreement when creating the visual identity (to be agreed) for the pilot, if relevant in the case of the selected proposal.

HSL reserves the right to use any data generated by the pilot.

An agreement concerning the procurement will not arise when the procurement decision is made; instead, a separate agreement will be signed.

Helsinki, 25 June 2018

Suvi Rihtniemi

CEO