



Regional Transit Authority  
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[www.norta.com](http://www.norta.com)

RESOLUTION NO. 23-054

STATE OF LOUISIANA

PARISH OF ORLEANS

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**AUTHORIZATION TO EXTEND CONTRACTS FOR MOBILE APP SOFTWARE-AS-A-SERVICE PROVIDER AND MOBILE TICKETING PROVIDER**

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Introduced by Commissioner Neal, seconded by  
Commissioner Ewell.

**WHEREAS**, the RTA successfully implemented a new mobility app solution to riders in August 28, 2022 using Software-As-A-Service Provider (Moovit) for a RTA-owned white-label app “Le Pass”, with an integrated Mobile Ticketing Provider (Token Transit); and

**WHEREAS**, staff has been working with providers to improve the app services during the last nine months and over the next year to improve the rider experience; and

**WHEREAS**, it is the opinion of the RTA staff that the continuity of services is critical to both maintaining levels of service for RTA’s ridership and retaining fare revenue associated with mobile ticketing; and

**WHEREAS**, on the mobile ticketing side, revenue has significantly exceeded projections with sales in 6 months from September 2022 to February 2023 28% higher than mobile ticketing sales in GoMobile during the same 6-month period in 2019-2020. As a result, additional funds need to be allocated to meet the updated demand forecast. Token Transit’s fee is based on a percentage of sales; and

**WHEREAS**, the 2022 Token Transit purchase order for \$300,000.00 reflected the original GoMobile projected funds, the actual increase in the use of mobile ticketing between August 2022 and April 2023 (8-month total) of \$241,736.48 with a projected 12-month projection to be \$362,604.72. The higher-than-expected use of the application coupled with the inclusion of JP Transit in the near future necessitates the rise in the requested funding and subsequent purchase order by \$500,000.00, for a total of \$800,000.00, and



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**NOW, THEREFORE, BE IT RESOLVED** by the Board of Commissioners of the Regional Transit Authority (RTA) that the Chairman of the Board, or his designee, authorization to extend contracts for the following:

(1) Moovit Inc. as a Software-As-A-Service Provider, for a two-year subscription in the amount of \$250,000 annually from the approved 2023 operating budget from account 1290002.8580.163.

(2) Token Transit as the mobile ticketing software provider the fee is either \$0.06 + 7% per transaction under \$2.00 or 10% per transaction at or above \$2.00 and is paid monthly from the gross revenue. Based on mobile ticketing sales from the previous nine (9) months, staff estimates total payments to be \$500,000.00 per year, increasing the total not-to-exceed from \$300,000 to \$800,000 projected in transaction fees to Token Transit through July 2024 from account 1290002.8580.15182.

**THE FOREGOING WAS READ IN FULL, AND THE ROLL WAS CALLED ON THE ADOPTION THEREOF AND RESULTED AS FOLLOWS:**

YEAS:	<u>6</u>
NAYS:	<u>0</u>
ABSTAIN:	<u>0</u>
ABSENT:	<u>2</u>

**AND THE RESOLUTION WAS ADOPTED ON THE 25<sup>h</sup> DAY OF July 2023.**

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**MARK RAYMOND, JR.  
CHAIRMAN  
BOARD OF COMMISSIONERS**