



Regional Transit Authority
2817 Canal Street
New Orleans, LA 70119-6301

504.827.8300
www.norta.com

RESOLUTION NO. 23-054

STATE OF LOUISIANA

PARISH OF ORLEANS

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

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^h DAY OF July 2023.

A handwritten signature in black ink, appearing to read "Mark Raymond, Jr.", is written over a horizontal line.

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