



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

504.827.8300

www.norta.com

RESOLUTION NO. 25-043

FILE ID NO. 25-090

STATE OF LOUISIANA

PARISH OF ORLEANS

**AUTHORIZATION TO RENEW A CONTRACT FOR MOBILE TICKETING
APPLICATION SOFTWARE-AS-A-SERVICE PROVIDER WITH TOKEN TRANSIT**

Introduced by Commissioner Daniels, seconded by
Commissioner
Sams.

WHEREAS, RTA launched the Coordinated Fare Modernization Initiative (CFMI) in 2022 as a multi-Departmental effort to modernize all fare-related elements at RTA including marketing, sales, ticketing, collecting, validation, and accounting with one of the initial CFMI projects to identify and implement a replacement mobile ticketing solution after the unexpected decision by Transdev to sunset RTA's previous mobile application, GoMobile in August 2022; and

WHEREAS, RTA staff selected Token Transit as the mobile ticketing vendor to integrate into RTA's new real-time information mobile app, branded as "Le Pass" (and several other 3rd party applications) which was successfully launched on June 30, 2022, with an initial one-year subscription; and

WHEREAS, Token Transit contract was extended through June 30, 2025 via RTA Board approved resolution 23-054 as a result of very strong mobile ticket sales and positive rider feedback; and



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WHEREAS, Token Transit fees are based solely on a percentage of sales and as a result when mobile ticketing sales increase due to rider demand so do fees for vendor; and

WHEREAS, mobile ticketing fare sales have increased from 28% of all fares sold in 2022 to 48% of all fares sold in 2024; and

WHEREAS, given the level of investment already put into delivery, improvements, and marketing, RTA seeks to extend the agreements for a term of up to 24 months to afford time to align with the CFMI project for a new fare collection vendor including a Requests for Proposals (RFP) and implementation of selected vendor; and

WHEREAS, A review of previous projections and actual fees shows the need to allocate additional funds going forward in an amount of \$545,200 for 2025-2026 and \$599,700 for 2026-2027; and

WHEREAS, additional improvements up to 24-month extension include adding Cash App as a payment option for un(der) banked riders for an amount not-to-exceed \$32,000; and

WHEREAS, The total cost to maintain the mobile ticketing applications for a period of up to a maximum of 24 months including improvements and contingency is not-to-exceed \$1,200,000 from local funds from account 01-2900-02-7140-151-82-00-00000; 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 application and ticketing; 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, the Chief Executive Officer is authorized to extend the contract with Token Transit as the mobile ticketing software provider for a period not-to-exceed 24-months subscription in the total amount not-to-exceed \$1,200,000.

THE FOREGOING WAS READ IN FULL, 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>1</u>

AND THE RESOLUTION WAS ADOPTED ON THE 29th DAY OF JULY 2025.

A handwritten signature in black ink, appearing to read "Fred A. Neal, Jr.", is written above a horizontal line.

**FRED A. NEAL, JR.
CHAIRMAN
BOARD OF COMMISSIONERS**