

Transportation Committee

For the Metropolitan Council meeting of January 27, 2021

Subject: Metro Transit Mobile Application - Contract 20P101

Proposed Action

That the Metropolitan Council authorize the Regional Administrator to negotiate and execute a contract with Token Transit, Inc., to develop and host a Metro Transit mobile application for a total procurement value not to exceed \$912,000, over a term of five years.

Summary of Committee Discussion/Questions

Metro Transit Senior Market Development Specialist Adam Mehl presented this item. There were no questions or comments from Council Members.

Motion by Zeran, seconded by Sterner. Motion carried, **consent** to Council.

Transportation Committee

Meeting date: January 11, 2021

For the Metropolitan Council meeting January 27, 2021

Subject: Metro Transit Mobile Application - Contract 20P101

District(s), Member(s): All

Policy/Legal Reference: FM14-2 - Expenditures for the Procurement of Goods and Services Greater than \$500,000

Staff Prepared/Presented: Wes Kooistra, General Manager (612) 349-7510
 Bruce Howard, Director Marketing & Transit Information (612) 349-7694
 Maria Cone, Manager, Market Development (612) 349-7534
 Adam Mehl, Sr. Market Development Specialist (612) 349-7104

Division/Department: Metro Transit/Marketing and Transit Information

Proposed Action

That the Metropolitan Council authorize the Regional Administrator to negotiate and execute a contract with Token Transit, Inc., to develop and host a Metro Transit mobile application for a total procurement value not to exceed \$912,000, over a term of five years.

Background

The first Metro Transit mobile app was introduced in 2015. The app program has grown to play a significant role in the fare collection and customer information functions. In 2019, mobile ticket sales accounted for \$4.2 million of revenue to the Council. With the next phase of the app, Metro Transit will move towards a more regionally focused mobile ticket as well as selling ticket through third party apps such as Transit App, Google Maps, and more.

The new app will replace the current app while continuing to provide current features such as mobile payment, links to web tools, text for safety, and account management. The new app will also be positioned to add and expand features that meet the growing needs of Metro Transit customers and the region.

Rationale

A Request for Proposals was issued in August 7, 2020. A pre-proposal meeting was hosted by Council staff that outlined the solicitation requirements, discussed project specifications and responded to plan holder inquires. There were twenty-nine registered plan holders, nine plan holders identified as minority, woman, small or disadvantaged business enterprises, with two submitting proposals. In total, the Council received twelve proposals to be evaluated for the consideration of award.

The evaluation panel utilized the expertise and knowledge from a wide array of staff disciplines as well as technical advisors from the Transportation Accessibility Advisory Committee (TAAC) and suburban transit providers in determining a recommendation.

The following criteria was used in the evaluation of proposals; proposer quality, proposer qualifications, experience, price and the ability to meet current and future needs. After the initial individual evaluation of proposals, the evaluation

panel determined a shortlist of proposers that would be invited to provide a demonstration of the proposed system functionality.

The evaluation panel considered the initial proposal and demonstration rating and determined that Token Transit, Inc., is most advantageous to the Council, given its offering of services and competitive pricing. Token Transit, Inc., offered an operational solution to transition customers to the new app and an understanding of the importance to integration with shared mobility apps and services.

The Office of Equal Opportunity (OEO) reviewed the project and did not assign a Metropolitan Council Underutilized Business (MCUB) goal for this project based on subcontracting opportunities in this market. To advance the Council's commitment to providing opportunity to underutilized businesses, Procurement staff contacted targeted transit app providers to make them aware of the solicitation as part of due diligence efforts.

Thrive Lens Analysis

This action furthers the Thrive outcomes of Equity, Livability and Sustainability within the region by improving access for all residents across race, ethnicity, economic means and ability to real, sustainable transportation choices.

Funding

The Council received a Congestion Mitigation & Air Quality (CMAQ) grant that covers the majority of the app development costs and hosting fees over the contract period. Additional funding will come from the marketing and IS annual budgets.

Known Support / Opposition

No known support or opposition.