Metro

Los Angeles County
Metropolitan Transportation
Authority
One Gateway Plaza
3rd Floor Board Room
Los Angeles, CA

Board Report

EXECUTIVE MANAGEMENT COMMITTEE
JANUARY 15, 2026

SUBJECT: PUBLIC FACING MOBILE APP

ACTION: AWARD CONTRACT

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to award a firm fixed price Contract No. PS129614000 to Moovit, Inc. for the public facing mobile app in the amount of $4,350,000 for the four-year base period, and $400,000 for the one-year option term, for a total amount of $4,750,000, subject to the resolution of any properly submitted protest(s), if any.

ISSUE

Staff are seeking the Board's approval to award a contract to provide a pre-existing mobile application that can be rebranded and offered under the Metro name.

The app will enable the integration and phased consolidation of Metro's existing mobile applications. This award is in support of Metro's Customer Experience vision, which includes providing a mobile app that creates a consistent, accurate, and intuitive digital experience for customers to plan and pay for their trips and communicate with Metro along their journey.

BACKGROUND

Faced with multiple unconnected Metro mobile applications (also referred to as apps), on November 17, 2022 the Board approved Motion 46 by Directors Krekorian, Garcetti, Barger, Najarian, Sandoval, and Mitchell that directed staff to report back on the potential consolidation of all of Metro's phone applications (including Bike Share, Metro Micro, TAP app, rail information, parking availability at Metro lots, Metro Transit, Transit Watch, etc.).

On March 16, 2023, staff reported that a cross-functional team from Customer Experience, Information and Technology Services, Strategic Innovation, Operations, and TAP convened and conducted initial research. This research demonstrated the challenges in consolidating Metro's mobile apps and recommended further customer research to refine the proposed solution. The team found the following:

1. Metro's current landscape of mobile applications and mobile-accessible channels is complex.

There are currently six customer-facing mobile apps as well as eight customer channels (e.g., trips.metro.net, book.metro.micro.net, metro.net, taptogo.net, customer contact form) accessible on mobile phones via the web.

2. Metro's mobile applications are operated by seven departments across the agency. Some applications are maintained by vendors, and others function as revenue share programs, which complicates a holistic financial analysis.

3. The viability of consolidation involves many considerations. There are technical data-related questions to address, such as standardizing data and ensuring API access. Additionally, procurement and funding aspects will be important to understand, such as contract restrictions and timing, proprietary technologies involved in any Metro applications, and financial agreements with third-party application partners.

4. Any solution proposed by Metro for consolidation will rely heavily on understanding users and incorporating flexibility. Challenges faced by many transit agencies in creating and managing mobile apps include the fast-paced nature of technology, which can shorten an app's lifespan unless it is continuously updated, and difficulties integrating data and functionality between the public and private sectors.

On June 10, 2024, staff returned to the Board with a recommended path to consolidation guided by a vision to create a consistent, accurate, and intuitive digital experience where customers can pay, plan, and communicate across Metro's services. Based on staff's current state assessment, industry trends, and existing customer research, staff identified three core mobile app functions (trip planning, fare payment, and communication) necessary for customers to navigate the Metro bus/rail system using their mobile device to serve as the Core Mobile App Rider Experience. Prioritizing improving the Core Mobile App Rider Experience on Metro bus/rail will have the largest and most immediate impact on the mobile customer experience. It will also establish a base that will make it easier to integrate other Metro features and services (e.g., parking, bikeshare, Micro).

As reported, staff recommended a phased approach centered on procuring a market-ready mobile app from a vendor that delivers trip planning, payment, and communication as core functions. The phased approach would focus on gradual integration of key features first and then move into long-term consolidation as technically and contractually feasible with Metro's existing mobile apps. A phased approach to implementing a consolidated mobile app allows the agency to transition strategically while minimizing disruption to customers and ongoing operations. By first establishing a new core application as the foundation, the agency can ensure that essential features are stable, accessible, and aligned with customer needs before expanding functionality. This method provides the necessary flexibility to manage risks, address technical challenges early, and maintain continuity across existing services. It also allows teams to validate performance and user experience at each step, ensuring the consolidated app evolves with intention rather than forcing premature or disruptive changes.

DISCUSSION

Metro currently operates multiple disconnected mobile apps, creating a fragmented and confusing experience for customers trying to access basic information and services. With 71% of Metro customers owning a Smartphone[*], improving Metro's mobile app experience is critical because it directly affects how easily customers can plan trips, pay fares, and communicate with the agency - all

essential moments in the customer journey. The effort to unify Metro's customer-facing mobile applications is particularly significant as Los Angeles prepares for high-profile mega-events like FIFA World Cup this year, the 2027 Super Bowl, and the 2028 Olympic and Paralympic Games. While the existing Metro apps each serve a unique purpose, they create a disjointed experience for Metro riders, require multiple logins, accounts and payment methods, and limit multi-modal connectivity.

The Request for Proposal (RFP) sought an experienced transit mobile app vendor with a proven, market-ready solution that specializes in trip planning, payments, communication and multimodal features, that can be configured to meet Metro's specific needs. By selecting a white-label, market-ready app solution, Metro can accelerate the delivery of a streamlined, user-friendly app while partnering with a vendor capable of ongoing innovation. The new app will serve as Metro's core mobile platform and provide a scalable foundation for integrating additional services such as Metro Micro, Bike Share, Transit Watch and Parking.

Metro staff incorporated Motion 46's intent into the RFP by emphasizing the need for an improved, user-friendly consolidated application that enhances direct communication between Metro and its customers, supports multimodal services, and prepares Metro for major events. To meet these goals, Metro staff included key features such as a user-friendly interface, opportunities for revenue generation by marketing Metro services, two-way communication that allows customers to rate and comment on their ride experience, customer suggestions for service improvements, targeted communications about fare programs, events, and service changes, as well as integrated trip planning. In alignment with these requirements, the competitively selected vendor already provides many of these features as part of its core platform.

Furthermore, this procurement sought a vendor that is committed to continuous improvement, informed by user experience research and customer feedback. Through this effort and selection, Metro will deliver a more consistent, reliable, and intuitive mobile experience for its customers.

The planned phased delivery of Metro's mobile app is outlined below:
- Launch version one of the Metro branded mobile app focused on trip planning and communication by May 2026, in time for the FIFA World Cup.

  This includes the following:

    o Accessibility - functions ensuring the app is usable by people with disabilities, including multi-lingual, screen reader compatibility, visual contract, caption and haptics, and universal design standards.
    o Booking & Payment - provide customer information and education on fare payment methods including digital wallets, open payment, and TAP.
    o Communication - functions related to notifications, alerts, customer messaging, service updates, and two-way communication; this includes both customizable messages as well as messages pushed through Metro's public transit data feeds.
    o Trip Taking - functions for trip planning, real-time information, multimodal options, and in -app navigation, including regional providing information for regional transportation agencies as available.

- After the initial launch, Moovit, Inc., Metro's current app vendors, Metro staff, and the mobile app project manager will work together to gradually integrate functionality from existing Metro apps based on feasibility, customer priorities, and Moovit, Inc.'s work plan. Decisions regarding full consolidation or discontinuation of legacy apps will be made collaboratively throughout this process.

  These features may include:

  - Booking & Payment - Full integration with the TAP fare collection and account based systems, implemented according to vendor readiness and technical requirements.
  - Account Integration - When Metro chooses to implement a unified Customer Relationship Management (CRM) system, the Contractor will be required to develop and implement a seamless process for transitioning existing Metro customer accounts to a new, unified Metro or TAP account database. This transition aims to facilitate a more integrated, user-friendly customer experience across all Metro services and apps (BikeShare, Micro, Parking, Transit Watch etc.)
  - Trip Taking: Ability to create, develop, or integrate with Metro's existing incentives/rewards programs and/or integrate gamification to encourage ridership.
  - Communication: Ability to in-app live chat with Metro Customer Care.

*Fall 2024 On-Board Customer Satisfaction Survey

DETERMINATION OF SAFETY IMPACT

Contract award will link to and ultimately integrate with Metro's Transit Watch App, Metro's safety reporting mobile app. Additional in-app safety features include the ability to provide safety and major service disruption banners and notifications, an emergency 911 button, and ability to share real-time location along a route with family and friends.

FINANCIAL IMPACT

The FY26 Budget includes $1,800,000 in Cost Center 2012, Customer Experience Strategy, under Project 306005, Public Affairs.

Since this is a multi-year contract, the cost center manager, the respective project manager, and the Chief Customer Experience Officer will be responsible for budgeting the cost in future years, including any option exercised.

Impact to Budget

The sources of funding are operating eligible local resources, which could be used for eligible bus and rail operating and capital expenses.

EQUITY PLATFORM

The Metro public facing mobile app procurement directly supports the "Focus & Deliver" pillar of the

Equity Platform by improving access to essential transit information and services for all riders. This effort benefits every Metro customer who uses a mobile device, with a specific emphasis on making the experience simpler, more inclusive, and easier to navigate for riders who face language, accessibility, or technology barriers. Nearly 50% of our ridership earns below $15,000. The Fall 2024 On-Board Customer Satisfaction Survey found the following breakdown of customers who have Smartphones based on level of income, demonstrating a majority of customers will benefit from this procurement:

- 56.8% of customers earning under $5,000 own a Smartphone
- 57.4% of customers earning $5,000 - $9,999 own a Smartphone
- 71.4% of customers earning $10,000 - $14,999 own a Smartphone

The app's requirements prioritize accessibility by offering all Metro-supported languages, applying universal and inclusive design standards, and allowing users to set personalized accessibility preferences for trip planning, such as step-free routes and reduced walking distances. By providing a high-quality, transit-centered digital experience at no cost and without advertising, the app removes common barriers found in third-party platforms and ensures equitable access to reliable, multimodal trip planning and service information for all Metro customers.

VEHICLE MILES TRAVELED OUTCOME

VMT and VMT per capita in Los Angeles County are lower than national averages, the lowest in the SCAG region, and on the lower end of VMT per capita statewide, with these declining VMT trends due in part to Metro's significant investment in rail and bus transit.* Metro's Board-adopted VMT reduction targets align with California's statewide climate goals, including achieving carbon neutrality by 2045. To ensure continued progress, all Board items are assessed for their potential impact on VMT.

As part of these ongoing efforts, this item is expected to contribute to further reductions in VMT. This item supports Metro's systemwide strategy to reduce VMT through customer experience activities that will benefit and further encourage transit ridership, ridesharing, and active transportation. Metro's Board-adopted VMT reduction targets were designed to build on the success of existing investments, and this item aligns with those objectives.

*Based on population estimates from the United States Census and VMT estimates from Caltrans' Highway Performance Monitoring System (HPMS) data between 2001-2019.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

As Metro continues to cultivate a customer-centric digital experience, the public facing mobile app procurement supports the following strategic plan goals:
- Goal #1: Invest in a world-class transportation system that is reliable, convenient, and attractive to more users to more trips.
- Goal #2: Deliver outstanding trip experience for all users of the transportation system.

ALTERNATIVES CONSIDERED

The Board may elect not to approve the recommendation. The other alternatives considered are:
1) <u>Maintain status quo and continue with separate apps.</u> This option does not support the initial Board Motion and is not recommended because it would continue Metro's fragmented and confusing customer experience, requiring riders to switch between apps for basic functions like trip planning, fares, and service information. It does not support Metro's goal of providing a unified, customer-centered digital experience.
2) <u>Issue change orders to one of Metro's existing mobile app vendors.</u> This option does not support the initial Board Motion and is not recommended because Metro's current vendors provide specialized, limited-scope services. Expanding their scope through change orders increases risk, cost, and vendor lock-in without guaranteeing the capabilities needed. The competitive procurement process allowed staff to see the breadth and depth of current transit tools, capabilities, and vendors in the marketplace.
3) <u>Develop a custom mobile app in-house or with contractors</u>. This option is not recommended at this time because it would require significant staffing resources, technical expertise, and a longer development timeline, delaying benefits to customers. It would also introduce higher risk and ongoing maintenance and support burdens compared to a proven white-label solution.
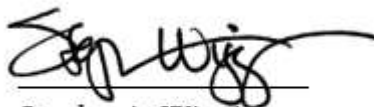
NEXT STEPS

Upon Board approval, staff will execute Contract No. PS129614000 with Moovit, Inc. for the public facing mobile app and the intent is to launch the first iteration of the app in time for the 2026 FIFA World Cup.

ATTACHMENTS

Attachment A - Board Motion
Attachment B - Procurement Summary
Attachment C - DEOD Summary

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Board Report

File #: 2022-0789, **File Type:** Motion / Motion Response   **Agenda Number:** 46.

<u>**REVISED**</u>
OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE
NOVEMBER 17, 2022

Motion by:

DIRECTORS KREKORIAN, GARCETTI, BARGER, NAJARIAN, SANDOVAL, <u>AND MITCHELL</u>

Consolidated Metro Transportation App

As the Los Angeles Metropolitan Transportation Authority ("Metro") has expanded its range of services, including on-demand mobility, micromobility and bike share, it has also developed multiple smartphone applications for customers to use these modes of transportation and to receive news from or communicate with Metro. Among the existing smartphone applications are Metro Bike, Metro Micro, Tap, and more.

In order to ensure the best possible customer experience, increase efficiency, encourage existing customers to utilize more kinds of services, and promote seamless communication between Metro and its customers across all service modes, Metro should consolidate all existing and anticipated applications under one improved, user-friendly Metro smartphone application.

In addition, a consolidated application would better address Metro's growing need to communicate more directly with customers and educate the public on all of the services that Metro provides to our region. This is particularly important to tourists and visitors to the region, especially as Los Angeles looks forward to welcoming major international events such as the World Cup and the 2028 Olympics and Paralympics.

SUBJECT: CONSOLIDATED METRO TRANSPORTATION APP MOTION

<u>**RECOMMENDATION**</u>

APPROVE Motion by Directors Krekorian, Garcetti, Barger, Najarian, Sandoval, <u>and Mitchell</u> that direct the Chief Executive Officer or her designee to report back in 90 days on the potential consolidation of all of Metro's phone applications (including Bike Share, Metro Micro, Tap app, rail information, parking availability at Metro lots, MetroTransit, Transit Watch, etc.) into one single Metro App, including (i) what steps would be required to consolidate all current applications to one single application; (ii) an estimate of costs and savings that would result from such consolidation and any indirect financial impacts and benefits; and (iii) a proposed timeline for completion of such consolidation.

WE FURTHER MOVE to direct the CEO or her designee, in considering the potential new consolidated application, to assume it should include at least the following attributes:

1.   A user-friendly interface for easy use;

2.   The opportunity for revenue generation by marketing Metro's services through the consolidated application;

3.   Two way communication capabilities that could allow:
       a.   Customer ratings of and comments about their ride experience;
       b.   Customer suggestions for improved services;
       c.   Targeted Metro communications to customers about special fare programs, events, service issues, etc.;

4.   Integrating trip planning and payment processing, similar to a smart wallet;

5.   Potential regional integration to include other transit agencies.

PROCUREMENT SUMMARY

PUBLIC FACING MOBILE APP / PS129614000

1.	**Contract Number**: PS129614000	
2.	**Recommended Vendor**: Moovit, Inc.	
3.	**Type of Procurement (check one) :** ☐ **IFB** ☐ **RFIQ** ☒ **RFP** ☐ **Non-Competitive** ☐ **Modification** ☐ **Task Order**	
4.	**Procurement Dates** :	
	A. Issued : March 24, 2025	
	B. Advertised/Publicized: March 24, 2025	
	C. Pre-Proposal Conference: April 1, 2025	
	D. Proposals Due: June 4, 2025	
	E. Pre-Qualification Completed: December 5, 2025	
	F. Ethics Declaration Forms submitted to Ethics: June 5, 2025	
	G. Protest Period End Date: January 20, 2026	
5.	**Solicitations Picked up/Downloaded**: 147	**Proposals Received**: 10
6.	**Contract Administrator**: Britney Shedrick	**Telephone Number**: (213) 418-3313
7.	**Project Manager**: Lauren Deaderick	**Telephone Number**: (213) 922-4667

A. Procurement Background

This Board Action is to approve Contract No. PS129614000 issued for the public facing mobile app, a white-label mobility application (i.e. a market-ready, flexible, multilingual, and accessible core application rebranded and customized for Metro) that has the following features: Trip Taking, Payment and Booking, and Communications). Board approval of contract award is subject to the resolution of any properly submitted protest(s), if any.

On March 24, 2025, Request for Proposal (RFP) No. PS129614 was issued as a competitive procurement in accordance with Metro's Acquisition Policy, and the contract type is firm fixed price. The Diversity & Economic Opportunity Department did not recommend a Disadvantaged Business Enterprise (DBE) participation goal for this procurement.

Two (2) amendments were issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on April 21, 2025, clarified the RFP requirements through revisions to the Scope of Services, Requirements Matrix, Schedule of Quantities and Prices, Submittal Requirements, Evaluation Criteria, and extended the validity period of proposal.
- Amendment No. 2, issued on May 12, 2025, extended the proposal due date from May 27, 2025, to June 4, 2025.

A total of 147 downloads of the RFP were recorded on the planholders' list. A virtual pre-proposal conference was held on April 1, 2025, and was attended by 55 participants representing 13 firms. There were 168 questions received for this RFP and responses were provided prior to the proposal due date.

A total of ten proposals were received on June 4, 2025, and are listed below in alphabetical order:

1. Axon Vibe Inc.
2. Cubic Transportation Systems, Inc.
3. Deloitte Consulting LLP
4. DXC Technology Services, LLC
5. Kuba Inc.
6. Moovit, Inc.
7. Siemens Mobility, Inc.
8. Spare Labs Inc.
9. TransSIGHT LLC
10. ZED Digital

B. <u>Evaluation of Proposals</u>

A Proposal Evaluation Team (PET) consisting of Metro staff from TDM Policy & Regional Shared Mobility, Customer Experience, ITS, and TAP was convened and conducted a comprehensive technical evaluation of the proposals received.

From June 25, 2025 through November 18, 2025, the PET independently evaluated the proposals based on the following evaluation criteria:

Phase I: Minimum Qualifications Requirements (Pass/Fail): Proposers must meet the following minimum qualifications requirements at the time of proposal submittal:

1. Company Experience: The Prime Contractor must have at least eight years of experience in developing and deploying a trip planner as a mobile application.

2. Publicly Available Application: The Prime Contractor must provide documentation/concrete evidence demonstrating that the proposed existing, <u>publicly available</u> mobile application meets the following minimum requirements:

   a) Provide both Google Play and iOS App store links to the proposed application;
   b) Must have combined user reviews of at least 500 across app stores (iOS and Android);
   c) Must have at least one in-app payment acceptance solution; and

d) Must have an active combined user base of no less than 100,000 monthly active users blended among web and app-based. "Active user" is defined as having signed in to the application once a month.

3. Technical and Security Compliance:
   a) The proposed mobile application must comply with Web Content Accessibility Guidelines (WCAG) 2.1 AA standards.
   b) The Prime Proposer must actively participate in the continued development and governance of transit data standards. At a minimum, it must meet the following:
      - GTFS (General Transit Feed Specification): static schedule data and real-time data (including Vehicle Positions, Trip Updates, Alerts, TripModifications).
      - GTFS-Pathways: Extends GTFS to include step-free accessible navigation at stations.
      - GTFS-Flex: Supports demand-responsive transit (DRT) and flexible routing services.
      - GTFS-Fares: Supports fare modeling.

4. Performance Record
   a) The Prime Proposer must have a minimum of two (2) but no more than three (3) reference projects (i.e. current and past clients) similar in scope of complexity as provided in the scope of services.
   b) One (1) of the references must be a transit agency. The proposed project manager must have worked on at least one (1) of the referenced projects.

5. Requirements Matrix
   For each individual requirement listed in the Requirements Matrix, the Proposer shall indicate the following:

   F – Fully Compliant: The proposed solution fully meets the requirement.
   I – Complies with Intent: The proposed solution meets the functional or performance intent of the requirement, but through a different approach or method than outlined in the requirement.
   N – Not Compliant: The solution does not provide the function or meet the performance outlined by the requirement and will not be modified to do so.

   To pass this minimum qualification requirement, the Proposer must have earned a "Total Score" greater than 85 points and the "Total Count of F (fully compliant) Responses" must be greater than 40 (equal to a score of 80 pts) on the Requirements Matrix.

Of the ten proposals received, DXC Technology Services, LLC and ZED Digital were deemed non-responsive for failure to meet all the Phase I Minimum Qualifications Requirements. Hence, both firms were excluded from further evaluation.

On September 23, 2025, the PET continued to evaluate the remaining eight proposals based on the following weighted evaluation criteria which included a "live demonstration" of the salient technical capabilities of the proposed white label application:

Phase II: Weighted Evaluation
- Team Experience and Structure   15%
- Proposed Work Approach and Schedule   25%
- Prime Contractor's Five-Year Product Roadmap   10%
- Technical Capabilities of App Solution   35%
- Price   15%

Several factors were considered when developing these weights, giving the greatest importance to the technical capabilities of app solution.

Virtual demonstrations of the proposed white label application were held on July 15-16, 2025, and October 2, 2025. Each proposer was given the opportunity to showcase key functionalities of the proposed application, address technical and operational questions, and demonstrate alignment with the agency's objectives.

On October 16, 2025, the PET reconvened and five firms were determined to be in the competitive range and are listed below in alphabetical order:

1. Axon Vibe Inc.
2. Moovit, Inc.
3. Siemens Mobility, Inc.
4. Spare Labs Inc.
5. TransSIGHT LLC

The proposals submitted by Cubic Transportation Systems, Inc., Deloitte Consulting LLP and Kuba Inc. were determined to be outside of the competitive range and were excluded from further consideration.

All firms within the competitive range were invited to an interview on November 13, 2025. Each firm had an opportunity to present each team's qualifications, discuss their technical approach, and respond to the PET's questions.

On November 18, 2025, the PET completed its evaluation and determined Moovit, Inc. to be the highest ranked firm.

Qualifications Summary of Firms within the Competitive Range:

<u>**Moovit, Inc.**</u>

Moovit, Inc. (Moovit), headquartered in Tel Aviv, Israel, with a regional functional office in San Mateo, CA, has been in business for 13 years. It is a transit solutions provider built on a globally scaled urban mobility platform that manages extensive volume of transit data feeds and supports integrations with a wide range of Mobility Service Providers. Moovit has deployed several mobility application projects with various transit agencies including: Jacksonville Transportation Authority (JTA), South Florida Regional Transit Agency (SFRTA), New Orleans Transportation Agency (NORTA), Capital District Transportation Authority (CDTA), and Translink. Moovit's iOS, Android, and Web apps provide passengers with real time information for route planning and navigation across all modes of public transportation and shared transportation. Moovit's global application also integrates fare payment and ticketing.

Moovit possesses strong functional, technical, and project management competence. With its proposed urban mobility platform, Moovit has the necessary scale and capabilities to deploy solutions that connect Metro riders to Metro's services as well as other transportation services across the region. Moovit has successfully implemented mobility platforms for numerous large complex transit agencies globally, confirming that it possesses the required experience, qualified staff, and a defined plan for Metro's mobility application deployment. In 2022, Moovit worked with JTA to develop and deploy the MyJTA mobility app that included all modes of transportation for which JTA has oversight authority, fare payment, on-demand service and ELERTS. The MyJTA mobility app offers users a connected urban mobility experience that includes: multimodal journey planning, real-time predictions and service alerts, and a crowdsourced incident reporting system. The MyJTA app provides seamless customer experience, with a 4.6 rating in the Apple Store and a 4.1 rating in Google Play. Moovit worked with the CDTA to create a new multimodal mobile app with payments and on-demand services, including an in-place upgrade of their existing app that includes multimodal journey planning for all modes, real time predictions and service alerts, fare payment and end-to-end on demand service integration. Furthermore, Moovit's proposal identified staff with the expertise, capacity and availability to meet the project timeline reliably and complete any as-needed functions.

<u>**Siemens Mobility, Inc.**</u>

Siemens Mobility, Inc. (Siemens Mobility), headquartered in New York, New York, has been in business since 1989. It is an established supplier of rail vehicles and infrastructure. It provides comprehensive passenger experience tools, and digital solutions to deliver up-to-date travel information and payment options via the web and mobile devices. Siemens Mobility's solutions are currently deployed to major transit operators, including transit agencies in the United States such as BART (bart.gov – web

app), SFMTA (MuniMobile) and San Diego MTS (Pronto). Siemens Mobility's partnerships with Pronto and MuniMobile included integrated payment and bart.gov included real-time data. Siemens Mobility ticketing and sales platform modules are incorporated to provide integration of ticketing solutions and interface with Payment Service Providers (PSP).

During the live virtual demonstration, Simens Mobility did not demonstrate live App Discovery and User Onboarding to display the walkthrough of first-time user experience, guest flow, and overall app discovery process. Their proposed mobile application requires a higher level of effort and time for the implementation period to develop, customize and set up of Siemens Mobility proposed white label application and associated backend services.

Spare Labs Inc.

Spare Labs Inc. (Spare), headquartered in Vancouver, Canada, with a regional functional office in New York, NY, has been in business since 2015, providing public transit agencies with tools to drive operational efficiencies and provide enhanced rider experience. Spares' project team has experience with software development, user experience design, and system integration. Spare is a 100% cloud-based Software-as-a-Service (SaaS) solution hosted on Google Cloud Platform (GCP). Spare has delivered transit technology for major agencies including Metro Transit (MN), DART(TX), and CapMetro (TX). Spare replaced Via in Minneapolis, St. Paul to provide Metropolitan Council's microtransit services. This transition provided drivers and dispatchers with tools and launched a multimodal rider app for trip planning across various service types. Spare is working with East Bay Paratransit (BART/AC Transit) to provide an ADA-compliant solution. Spare is the current platform provider for Metro Micro, Metro's flagship microtransit service and performance has been satisfactory.

Spare's proposal presented limited depth of experience of the team in deploying mobile apps quickly. Spare does not support several Trip Taking requirements and would subcontract that work out which may impact the ability to deliver by the timeframe needed.

Axon Vibe Inc.

Axon Vibe Inc. (Axon Vibe) headquartered in Lucerne, Switzerland, with a regional functional office in New York City, NY, has been in business since 2014. Axon Vibe Inc. is a U.S. based provider of Sustainable Mobility & Rewards Platforms, partnering with leading Public Transport Operators (PTO). It specializes in driving behavioral shifts by encouraging peak-to-off-peak travel, transitioning private car users to public transport, and increasing public transit adoption.

Axon Vibe has delivered mobile app solutions to PTOs, including MTA (New York), Deutsche Bahn (Germany), RATP (Paris), GVB (Amsterdam), and SBB (Switzerland).

Axon Vibe partners with PTOs providing mobility applications that include features like door-to-door journey planning, seamless ticketing, and integration with shared mobility services (e.g., taxis, ride-hailing, and bike-sharing) that support multiple languages. The proposed team has strong backgrounds in deploying Axon Vibes' smart mobility solutions and mobile app across Europe and in NYC. However, there was a lack of dedicated technical staff.

During the live virtual demonstration, Axon Vibe did not demonstrate its capabilities to showcase backend administrative tools and presented limited marketing capabilities with basic global messaging functionality and favorite-based targeting. This represents a fundamental operational limitation requiring significant external system integration to meet Metro's administrative requirements. The demonstration lacked dynamic rerouting capabilities and sophisticated disruption management features essential for major transit operations, representing a significant gap in operational challenge responses.

TransSIGHT, LLC

TransSIGHT LLC, located in Pleasanton, CA, has been in business since 2015, providing transportation solutions that specialize in the transit customer experience and enabling data-driven decision-making for transit agencies. TransSIGHT deployed transit mobile solutions for various transit authorities, including the Contra Costa County Transit Authority, San Francisco Bay Area Rapid Transit (BART), and the San Francisco Metropolitan Transportation Commission (MTC). The work with these transit authorities included the development and deployment of digital solutions such as multimodal trip planning, mobile ticketing, accessibility, compliance, and real-time rider communication.

Since 2017, TransSIGHT has worked as an innovative partner for the BART mobile app, providing a mobility platform with real-time trip planning, payments, communication, and multimodal integration. From 2015 to 2024, TransSIGHT partnered with the MTC to support the operations and maintenance of the 511 system integrator based in San Francisco. TranSIGHT provided features such as API infrastructure updates, system integration, enhancements and social media integration.

TransSIGHT proposed two platforms to work together simultaneously; as the Transit app would be utilized to make service alert tool-sand push banners as well as update the GTFS-RT feed, whereas the TransSIGHT back-end would primarily update the Move app. This approach presented complications, having two separate platforms owned by different vendors, which adds additional complexity and risk for Metro.

The following is a summary of the PET scores:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	**Moovit, Inc.**				
3	Team Experience and Structure	82.67	15.00%	12.40	
4	Proposed Work Approach and Schedule	75.52	25.00%	18.88	
5	Prime Contractor's Five-Year Product Roadmap	74.00	10.00%	7.40	
6	Technical Capabilities of App Solution	80.94	35.00%	28.33	
7	Price	100.00	15.00%	15.00	
8	Total		**100.00%**	**82.01**	**1**
9	**Siemens Mobility, Inc.**				
10	Team Experience and Structure	86.67	15.00%	13.00	
11	Proposed Work Approach and Schedule	88.04	25.00%	22.01	
12	Prime Contractor's Five-Year Product Roadmap	88.00	10.00%	8.80	
13	Technical Capabilities of App Solution	76.00	35.00%	26.60	
14	Price	53.13	15.00%	7.97	
15	Total		**100.00%**	**78.38**	**2**
16	**Spare Labs**				
17	Team Experience and Structure	70.67	15.00%	10.60	
18	Proposed Work Approach and Schedule	72.52	25.00%	18.13	
19	Prime Contractor's Five-Year Product Roadmap	80.00	10.00%	8.00	
20	Technical Capabilities of App Solution	77.17	35.00%	27.01	
21	Price	84.27	15.00%	12.64	
22	Total		**100.00%**	**76.38**	**3**
23	**Axon Vibe Inc.**				
24	Team Experience and Structure	80.67	15.00%	12.10	
25	Proposed Work Approach and Schedule	77.04	25.00%	19.26	

26	Prime Contractor's Five-Year Product Roadmap	76.00	10.00%	7.60	
27	Technical Capabilities of App Solution	71.23	35.00%	24.93	
28	Price	77.33	15.00%	11.60	
29	**Total**		**100.00%**	**75.49**	**4**
30	**TransSIGHT, LLC**				
31	Team Experience and Structure	76.00	15.00%	11.40	
32	Proposed Work Approach and Schedule	79.04	25.00%	19.76	
33	Prime Contractor's Five-Year Product Roadmap	82.00	10.00%	8.20	
34	Technical Capabilities of App Solution	75.09	35.00%	26.28	
35	Price	55.80	15.00%	8.37	
36	**Total**		**100.00%**	**74.01**	**5**

C. <u>Price Analysis</u>

The recommended price has been determined to be fair and reasonable based upon adequate price competition, an Independent Cost Estimate (ICE), price analysis, technical evaluation, and fact finding.

	Proposer Name	Proposal Amount	Metro ICE	Recommended Amount
1.	Moovit, Inc.	$4,750,000	$8,310,893	$4,750,000
2.	Siemens Mobility, Inc.	$8,932,362		
3.	Spare Labs	$5,634,600		
4.	Axon Vibe Inc.	$6,140,980		
5.	TransSIGHT LLC	$8,506,088		

The variance between the recommended amount and the ICE is primarily due to Moovit's capability to deliver a fully developed and tested white label application with core functionality that is already scaled across a global user base. This advanced framework requires minimal configuration and functional adjustments, and has simple integration to apply Metro branding and connect to existing systems. Consequently, this approach dramatically reduces the required labor hours for implementation compared to the ICE assumption, directly lowering the overall cost.

The ICE conservatively assumed a high level of effort for complex system integration, extensive functional adjustments, and deep configuration of the mobile application, thereby overstating the required level of effort. Lastly, Moovit's licensing

fees cover all future ongoing costs, including: maintenance, bug fixes, software updates, platform compliance, and new feature development. The costs of these services are shared across their client base, providing Metro with a lower, predictable annual expenditure compared to the recurring internal costs assumed by the ICE.

D. <u>Background on Recommended Contractor</u>

Moovit, Inc. (Moovit), has been in business since 2012 providing solutions that are built on an advanced and robust urban mobility platform, supporting over 1.5 billion users with mobility service providers. Moovit has deployed several projects with various ticketing providers, including Cubic, GenFare, Masabi, and Token Transit.

Moovit plans to collaborate with a proven partner to reduce work already completed under the Metro Mobility Hubs project enabling the Moovit team to quickly and efficiently deliver a public facing mobility app. The Moovit team includes one subcontractor providing its user interface/experience with Metro and experience with integrated mobility hubs to support some of the technical integration for multi-modal trip planning, specifically: Metro Bike Share, Metro Micro, Metro Parking Lots, Metro bike lockers, Metro EV chargers, and Transit Watch.

Moovit is a current fare collection provider for Metro and Metrolink, and performance has been satisfactory.

DEOD SUMMARY

PUBLIC FACING MOBILE APP/PS129614000

A. Small Business Participation

At the time of solicitation, the Diversity and Economic Opportunity Department (DEOD) did not establish a Disadvantaged Business Enterprise (DBE) goal for this procurement due the lack of availability of certified firms that perform the service of this contract. It is expected that the awardee will perform the work with its own workforce.

B. Local Small Business Enterprise (LSBE) Preference

LSBE preference is not applicable to federally funded procurements. Federal law (49 CFR § 661.21) prohibits the use of local procurement preferences on FTA-funded projects.

C. Living Wage and Service Contract Worker Retention Policy Applicability

The Living Wage and Service Contract Worker Retention Policy is not applicable to this contract.

D. Prevailing Wage Applicability

Prevailing wage is not applicable to this contract.

E. Project Labor Agreement/Construction Careers Policy

Project Labor Agreement/Construction Careers Policy is not applicable to this Contract. PLA/CCP is applicable only to construction contracts that have a construction related value in excess of $2.5 million.
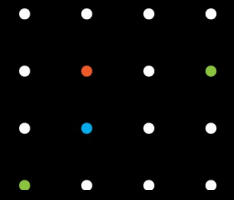
F. Manufacturing Careers Policy

The Manufacturing Careers Policy (MCP) does not apply to this contract. The MCP is required on Metro's Rolling Stock RFPs, with an Independent Cost Estimate of at least $50 million.
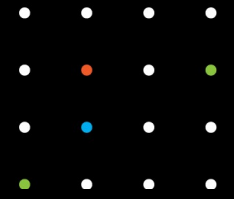
Public Facing Mobile App

EXECUTIVE MANAGEMENT COMMITTEE

JANUARY 15, 2026

Recommendation

AUTHORIZE the Chief Executive Officer to award a four-year base, firm, fixed price Contract No. PS129614000 to Moovit, Inc. to develop and license a white-label mobile application solution for an amount of $4,350,000, plus one-year option term in the amount of $400,000, for a total amount of $4,750,000.
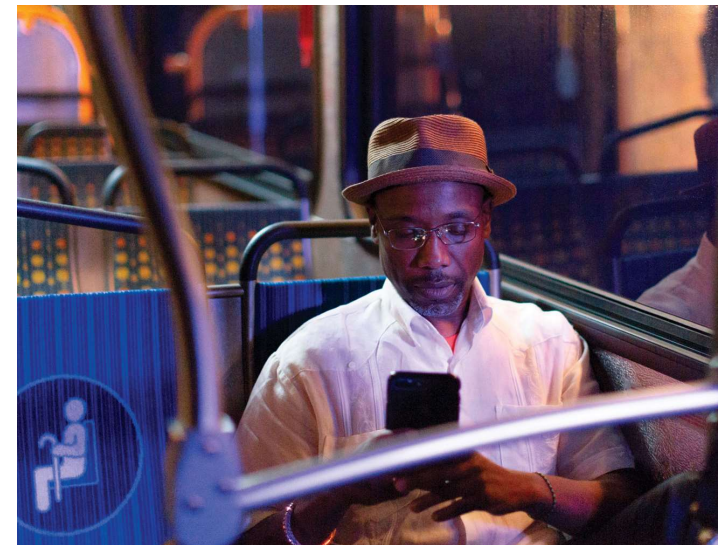
Metro

Board Motion 46 (November 17, 2022) directed staff to explore unifying Metro's mobile apps into a single, more seamless customer experience.
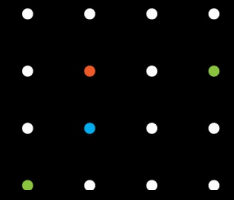
Today, Metro's mobile ecosystem is fragmented, with riders relying on multiple apps managed by different teams and vendors. A cross-functional team assessed the landscape and identified key barriers, including limited system interoperability, inconsistent data and API standards, contract constraints, and varied vendor models.

In response to the Board's direction, staff recommended a phased approach beginning with a market-ready, white-label mobile platform focused on core rider needs—trip planning, fare payment, and clear communication.

Metro subsequently issued RFP No. PS129614000 for Metro's Public-Facing Mobile Application.
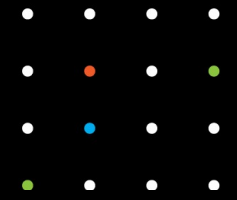
Metro

RFP and Phased Approach Overview

- The RFP prioritized a proven transit platform that could be launched quickly, support multiple travel modes, and continue to evolve over time.

- Phase 1, launching in May 2026, will deliver core trip planning and communication features in time for the World Cup.

- Future phases will bring additional Metro services into the app, including Metro Micro, Bike Share, Parking, TAP, and Transit Watch based on customer needs, technical/contractual feasibility, and vendor capacity.

- This phased approach allows Metro to move quickly, reduce risk, maintain reliable service, and steadily deliver a more unified mobile experience for riders.

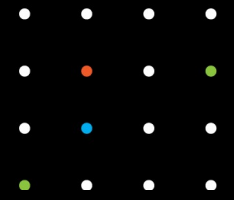|	2025	2026	2027	2028	2029	2030
Metro App	Phase 1			Phase 2		
	RFP	Design / Build	Launch v1	Update as feasible		
Dependencies						
Accounts	TAP account-based launch					
Events	World Cup	Superbowl	2028 Games			
Contract Expirations		• Parking		• Bikeshare • Bike Link • Micro • TAP LA App		

Metro

4

Procurement Summary

Evaluation Criteria	Maximum Points	Moovit, Inc.	Siemens Mobility, Inc.	Spare Labs	Axon Vibe Inc.	TransSIGHT, LLC
		Earned Points				
Team Experience and Structure	15.00	12.40	13.00	10.60	12.10	11.40
Proposed Work Approach and Schedule	25.00	18.88	22.01	18.13	19.26	19.76
Prime Contractor's Five-Year Product Roadmap	10.00	7.40	8.80	8.00	7.60	8.20
Technical Capabilities of App Solution	35.00	28.33	26.60	27.01	24.93	26.28
Price	15.00	15.00	7.97	12.64	11.60	8.37
Total Score	100.00	82.01	78.38	76.38	75.49	74.01

Metro

Recommended Vendor

- Moovit, Inc. offers a flexible, white-label mobile app with an accessible, multilingual interface, trip planning, real-time arrivals, alerts, and two-way rider communication—addressing key priorities in the Board Motion.

    ✓ Experienced mobility as a service (MaaS) provider with 13 years of experience providing transit users with real-time information for route planning and navigation as well as integrated fare payment across all modes of public and shared transportation

    ✓ Manages a global urban mobility app that supports over 1.5 billion users, 7,000+ transit feeds, and 360+ integrations with Mobility Service Providers (MSPs)

    ✓ Experience with Transit Agencies
    - Jacksonville Transportation Authority
    - South Florida Regional Transit Agency
    - Capital District Transportation Authority
    - Translink

Metro