

PROCUREMENT SUMMARY

PUBLIC FACING MOBILE APP / PS129614000

1.	Contract Number: PS129614000	
2.	Recommended Vendor: Moovit, Inc.	
3.	Type of Procurement (check one) : <input type="checkbox"/> IFB <input type="checkbox"/> RFIQ <input checked="" type="checkbox"/> RFP <input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input type="checkbox"/> 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. Evaluation of Proposals

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, publicly available 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:

Moovit, Inc.

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.

Siemens Mobility, Inc.

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, Siemens 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. TransSIGHT 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. Price Analysis

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. Background on Recommended Contractor

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.