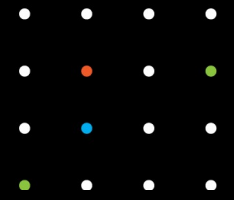


# Public Facing Mobile App



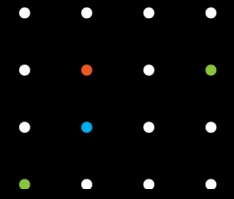
EXECUTIVE MANAGEMENT COMMITTEE  
JANUARY 15, 2026

# 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.

# Background

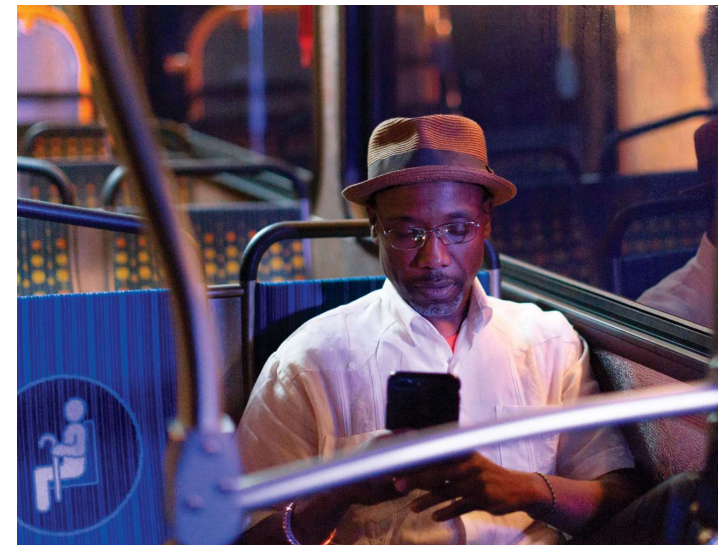


**Board Motion 46 (November 17, 2022)** directed staff to explore unifying Metro’s mobile apps into a single, more seamless customer experience.

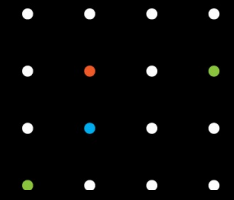
Today, Metro’s mobile ecosystem is fragmented, with riders relying on multiple apps managed by different teams and vendors. A cross-functional team assessed the landscape and identified key barriers, including limited system interoperability, inconsistent data and API standards, contract constraints, 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.



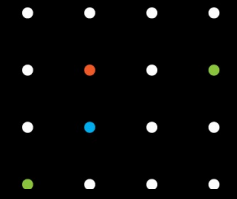
# RFP and Phased Approach Overview



- 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.

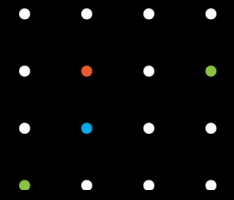
	2025	2026	2027	2028	2029	2030
Metro App	Phase 1			Phase 2		
	RFP	Design / Build	Launch v1	Update as feasible		
Dependencies						
Accounts	TAP account-based launch					
Events	World Cup		Superbowl	2028 Games		
Contract Expirations			<ul style="list-style-type: none"><li>Parking</li></ul>		<ul style="list-style-type: none"><li>Bikeshare</li><li>Bike Link</li><li>Micro</li><li>TAP LA App</li></ul>	

# 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
<b>Total Score</b>	<b>100.00</b>	<b>82.01</b>	<b>78.38</b>	<b>76.38</b>	<b>75.49</b>	<b>74.01</b>

# 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