



February 10, 2020

To: Members of the Board of Directors

From: Darrell E. Johnson, Chief Executive Officer

Subject: Approval to Release Request for Proposals for the Development, Hosting, License, and Maintenance of a Mobile Ticketing Application

Overview

Staff is requesting Board of Directors' approval to release a request for proposals for the development, hosting, license, and maintenance of a mobile ticketing application. The Orange County Transportation Authority's current vendor for mobile ticketing has provided notification that it will be exiting the market over the next two years. A draft request for proposals has been developed to initiate a competitive procurement process to retain a firm for the development and implementation of a new mobile ticketing application.

Recommendations

- A. Approve the proposed evaluation criteria and weighting for Request for Proposals 0-2067 for the development and implementation of a new mobile ticketing application.
- B. Approve the release of Request for Proposals 0-2067 to select a firm to provide the development and implementation of a new mobile ticketing application.

Background

On July 13, 2015, the Orange County Transportation Authority (OCTA) Board of Directors (Board) approved an agreement with moovel North America, LLC (moovel) to develop, host, license, and maintain a mobile ticketing application that is used to purchase and display fare products. OCTA's current agreement with moovel expires on December 31, 2020. The current agreement provides OCTA the opportunity to exercise a two-year option term beginning January 1, 2021 through December 31, 2022.

Discussion

On January 28, 2020, moovel notified OCTA regarding its decision to restructure its business and no longer support OCTA's mobile ticketing application beyond December 2021. Despite moovel's offer to support OCTA's application through December 2021, it is important for OCTA to move immediately to find a long-term solution for its mobile ticketing application in order to ensure the continuity of a mobile payment solution for its customers.

Authorizing a Request for Proposals (RFP) for the development and implementation of a new mobile ticketing application is necessary to begin the process of retaining a new firm that can provide a mobile payment solution for the long-term. The immediate focus of the new application will be to support the functionality provided in the current application in order to provide a seamless experience for OCTA's transit riders. Along with the existing functionality of the mobile application, additional features are included in the scope of work to further enhance the user experience and will be implemented during the initial term of the new contract.

Procurement Approach

OCTA's Board-approved procurement policies and procedures require that the Board approve RFPs over \$1,000,000, as well as approve the evaluation criteria and weightings. Staff is submitting for Board approval the draft RFP and evaluation criteria and weightings, which will be used to evaluate proposals received in response to the RFP.

The proposed evaluation criteria and weightings are as follows:

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|-------------------------------------|------------|
| • Qualifications of the Firm | 30 percent |
| • Staffing and Project Organization | 25 percent |
| • Work Plan | 25 percent |
| • Cost and Price | 20 percent |

Several factors were considered in developing the evaluation criteria weightings. Qualifications of the firm is weighted the highest at 30 percent as the firm must demonstrate experience implementing similar mobile ticketing applications for transit agencies that are similar in size to OCTA. Staffing and project organization is weighted at 25 percent as the firm must indicate the level of expertise and involvement for the roles of the proposed project team. Work plan is also weighted at 25 percent as the firm must be able to meet the functional and technical requirements established for the mobile ticketing application as specified in the

scope of work. Cost is weighted at 20 percent to ensure that OCTA receives value for the services provided.

The contract term for this procurement will be a five-year initial term with two, two-year option terms. The total cost for the initial term is anticipated to be approximately \$1,400,000.

This RFP will be released upon Board approval of these recommendations.

Fiscal Impact

Funds for the procurement of the new mobile ticketing application will be amended in OCTA's Fiscal Year 2019-20 Budget at the time of award.

Summary

Board approval is requested to release RFP 0-2067 to select a firm for the development and implementation of a new mobile ticketing application and the approval of the proposed evaluation criteria and weightings.

Attachment

- A. Draft Request for Proposals (RFP) 0-2067, Mobile Ticketing Application

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